

Key Commitments**Licence number: CR101274**

Service name	Kennet Radio
Licence area	Newbury and Thatcham (as shown in the licensed coverage area map)
Frequency	106.7 MHz

Description of character of service

Kennet Radio is for the people of Newbury and Thatcham. It offers an entertaining, friendly, accessible, informative and educational local radio service made by and for local people. It caters predominantly to people aged over 40, along with some specialist output for younger and older listeners.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: mainstream hits from the 1960s to 1990s. Specialist and local music also feature.
- Speech. The main types of speech output broadcast over the course of each week are: news, weather and travel; community information, current affairs, sport, and interviews.
- The service provides original output¹ for a minimum of 63 hours per week
- The service provides locally-produced output² for a minimum of 91 hours per week.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[February 2018]

¹ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

² Locally-produced output is any output made and broadcast from within the service's licensed coverage area. It may include all types of local production.