

**Key Commitments****Licence number: CR000012**

<b>Service name</b>	<b>103 The Eye</b>
<b>Licence area</b>	<b>The Vale of Belvoir (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>103 MHz</b>

**Description of character of service**

103 The Eye is for the diverse rural community in the Vale of Belvoir. It entertains, informs and communicates with the target community by broadcasting a service with a strong local focus and an inclusive range of programming. It also promotes and supports local initiatives.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: a broad spectrum of popular music from the 1950s through to the present day.
- Speech. The main types of speech output broadcast over the course of each week are: community news, community features and information, local news, weather and sport.
- The service provides original output<sup>1</sup> for a minimum of 70 hours per week.
- The service provides locally-produced output<sup>2</sup> for a minimum of 13 hours per day.

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.

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<sup>1</sup> Original output is content which is first produced for, and transmitted by, the station and excludes output that was transmitted elsewhere before. Original output can be live, pre-recorded or voice-tracked. Repeat broadcasts of original output and continuous music with no speech content other than advertisements, station idents and/or outsourced news bulletins (i.e. news bulletins produced by a third party) do not meet Ofcom's definition of original output.

<sup>2</sup> Locally-produced output is content which is made and broadcast from within the station's licensed coverage area. It may include all types of local production including repeats and continuous music, as long as it is created anywhere within the licensed coverage area and is not material that is networked from other stations. Content which is made outside the station's licensed coverage area, but edited and broadcast from within the coverage area, does not meet Ofcom's definition of locally-produced output.

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.

[November 2015. Revised August 2016]