

Key Commitments

Licence number: CR000035

Service name	Salford City Radio
Licence area	Salford (as shown in the licensed coverage area map)
Frequency	94.4 MHz

Description of character of service

Salford City Radio (SCR) targets those living in Salford and delivers local news, local information and local music using local talent. It broadcasts programmes that reflect the Salford area and facilitates the involvement of minority groups. It delivers radio skills training for local people.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: mainstream popular music, both contemporary and songs drawn from preceding decades. SCR also broadcasts music drawn from more specialist genres including dance, hip hop, Bhangra and classical. Music from local musicians also features.
- Speech. The main types of speech output broadcast over the course of each week are: community-focussed output comprising information about community groups and services, news and views from local community events, local sports and interviews covering a wide range of topics relevant to the target community.
- Over the course of each week, programming principally, but not exclusively, in English is broadcast.
- The service provides original output¹ for a minimum of seven hours per day.
- The service provides locally-produced output² 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.

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.

[October 2007. Revised September 2016]

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 output made and broadcast from within the service's licensed coverage area.