

Swansea Bay Radio Public File
Updated March 2016



Swansea Bay Radio
St Hilary Transmitter
nr St Hilary
Cowbridge
CF71 7DP

Tel: 029 2141 4100

Each local commercial station in the UK has obligations with regard to its programmes, including its music and local content. These obligations are set out in the station Format which forms part of this station's Public File.

The Public File is also available in hard copy by post upon request by any member of the public, and serves as one indicator of each station's output. Comment on the contents of the Public File should be made to the station or to the industry regulator, Ofcom.

News Bulletin schedule

What our format says...

At least hourly news Weekday Daytime (06-19) and Weekends during late breakfast.

What we deliver....

Swansea Bay Radio broadcasts international news every hour with the exception of Sundays at 1600, 1700 and 1800 and Friday/Saturday 1900-0100

Swansea Bay Radio broadcasts the News for Wales bulletin weekdays from 6am to 6pm inclusive which is a bespoke bulletin of International and Wales news compiled and delivered from Nation Broadcasting Group's (NBG) newsteam at St Hilary.

In addition to the News for Wales bulletin, Swansea Bay Radio broadcasts dedicated local news bulletins at the following times:

WEEKDAYS:

6.30am
7am
8am
9am, 10am, 11am, 12pm, 1pm, 2pm, 3pm
4pm
4.30pm
5pm
5.30pm
6pm

WEEKENDS:

8am, 9am, 10am, 11am, 12pm

Recent news stories covered on air

Examples of recent news stories covered on air at the time of writing this document include:-

- Opening of Bay Campus Great hall
- ABMU wins patient experience awards
- Curtis believes 6 points required for Premier League survival

The news team

Mike Hughes – Senior Journalist
Brogan Hubber
Natalie Beer

We also engage a number of freelance journalists to supplement resource in the permanent team.

We regularly offer work experience placements within the news team.

The news team is further supplemented by members of management and administrative staff based within the area who are also able to collect content as appropriate.

There is a regional office based at Parc Y Scarlets, Llanelli which is within the station's licensed area.

The programme schedule

The regular programme schedule is available on the Swansea Bay Radio website <http://swanseabayradio.wales/schedule/>

The average number of hours of automated programming within weekday daytimes and within daytimes on Saturdays and Sundays

At Swansea Bay Radio we make full use of broadcast playout technology in order to deliver our programmes and free up presentation staff to produce content.

All programming is automated overnight (7pm – 6am)

Whilst the majority of our daytime programming would be considered automated under the definition published by Ofcom; relevant programme links (especially at breakfast) are either delivered live or pre-recorded immediately prior to transmission.

The amount of local programming per day produced by the station

With the exception of the Hit 40 UK Chart (Sun 1600-1900) all programming on Swansea Bay Radio is delivered locally from one of Nation Broadcasting's two broadcast centres.

The broadcast centres are located within the licensed area of Pembrokeshire and Bridgend and Swansea Bay Radio is permitted to locate in either of these areas (and some others).

Shared programming and content

Swansea Bay Radio is permitted to share all programming and content with Bridge FM provided it meets fulfils its character of service obligations within the format.

All programming is shared with Bridge FM

The Rugby Nation show (Wednesday 7pm-8pm) is shared across the Nation Radio group.

Although the programming is shared under Ofcom's definition; there is a considerable amount of market specific programming broadcast during shared programming. This includes:-

- Local news specific to the county
- Local events specific to the county
- Various programming links and interviews which are station specific
- Branding and advertising specific to the county

We also retain the ability for stations to standalone should there be an editorial reason to do so (for example a station specific event broadcast).

Ofcom localness guidelines

Ofcom has published guidelines for localness on stations such as Swansea Bay Radio. You can view these at the Ofcom website www.ofcom.org.uk/radio/ifi/rbl/car/localness

Station contact details

Contact details for Swansea Bay Radio are available on our website <http://www.swanseabayradio.wales>

Events, charity support and coverage

Swansea Bay Radio offers free coverage to charities through the hourly events guide broadcast most daytime hours at around xx:40. Events can be submitted through our website. <http://www.swanseabayradio.wales>

Swansea Bay Radio plays an active part in major events including fireworks displays, Swansea City Centre events and also organises its own Young Achiever Awards event.

Recent programme or news highlights

Details of recent programme highlights can be viewed from the homepage of the Swansea Bay Radio website. <http://nationhits.com/?do=main>

Any other issues or areas of interest likely to impact on localness

Details of local events are regularly broadcast in Welsh.

The station playlist

Swansea Bay Radio plays a broad mix of music drawn from the 1980s to today.

A typical hour of music (from 1300 on 14 March 2016) is shown below:-

The Right Thing – Simply Red
When we were young – Adele
Wildest Dreams – Taylor Swift
The Sound – 1975
Duffy – Mercy
I wanna be the only one – Eternal
Hold my hand – Jess Glynn
Wake me up – Avicii
Money – Lawson
Gangsta's Paradise – Coolio

The station format

Swansea Bay Radio's format can be viewed at Ofcom's website- select the page for the station from the list available at this page:

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/analogue-main.htm>

How to complain to the station or Ofcom

If you need to complain to the station you should write to

Martin Mumford, Managing Director, Swansea Bay Radio, St Hilary Transmitter, nr St Hilary, COWBRIDGE. CF71 7DP.

You can also telephone 02921 414100 and ask for the Managing Director or email martin.mumford@nationbroadcasting.wales

If you wish to take your complaint further or if you wish to complain to the regulator you can visit the Ofcom website

<http://consumers.ofcom.org.uk/complain/>

Contacting the studios – use of premium rate numbers

Calls to the studio using landline number are at standard landline rates
Texts to the studio using the 66777 shortcode are at standard network rates

We occasionally operate premium text competitions such as Thousand Pound Thursday. We will make it clear the charges for entering such competitions in line with Ofcom Broadcast codes.

Martin Mumford
March 2016

3.1 Updated for 2016