

**Swansea Bay Radio Public File
Updated February 2017**

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

Swansea Bay Radio broadcasts the News for Wales bulletin weekdays from 6am to 6pm inclusive and weekends from 8am to 12noon inclusive which is a bulletin of International and Wales news compiled for the Nation Broadcasting Group.

In addition to the News for Wales bulletin which will sometimes contain locally relevant stories, Swansea Bay Radio broadcasts dedicated local news bulletins weekdays from 6am to 6pm inclusive and weekends from 8am to 12noon inclusive

Recent news stories covered on air

The latest News for Wales and Local News bulletins can be heard at news section of the station website <http://www.swanseabayradio.wales>

The news and content team and our newsgathering arrangements

Brogan Hubber
James Southon
Jay Curtis
Jim Hughes (West Wales reporter)

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.

The news team is based within the West Wales approved area.

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

Nation Broadcasting has an agreement with Radio News Hub (RNH) to compile and deliver news bulletins into its group stations. RNH has offices located in Leeds.

Outside of peak hours the stations broadcasts the IRN network bulletin from Sky News.

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.

Programming is automated overnight from

Monday - Friday	0000 to 0600 and 1900 to 2400
Saturday	0000 to 0800 and 1800 to 2400
Sunday	0000 to 0800 and 1600 to 2400

At other times programming may be left in automation for brief periods to allow presenters to undertake training and other duties (whilst they remain on site at the broadcast centre). Typically, daytime programming is live or recorded immediately prior to transmission (in the case of split broadcasting)

The amount of local programming per day produced by the station

With the exception of the Hit 40 UK Chart (Sun 1600-1900) all programmes on Swansea Bay Radio are delivered locally from one of Nation Broadcasting's two broadcast centres in the Ofcom West Wales approved area.

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).

Some programming items such as news and travel may be compiled by presenters physically located outside of the broadcast centre.

Shared programming and content

Swansea Bay Radio is permitted to share all programming and content with 4 other local radio stations operated by Nation Broadcasting provided it meets and fulfils its character of service obligations within the format.

Typically programming is shared as follows:-

Swansea Bay with Bridge FM – 24 hours a day / 7 days a week

Swansea Bay with Radio Pembrokeshire – Monday to Thursday 6am-9pm, Friday 6am-7pm, Saturday 8am to 6pm, Sunday 9am to 7pm

Swansea Bay with Radio Carmarthenshire / Radio Ceredigion – Monday to Thursday 6am-9pm, Friday 6am-7pm, Saturday 8am to 6pm, Sunday 6am to 8am and 9am to 7pm.

Within shared programming a significant amount of programming is 'split' for example local news, regional rugby bulletins, local events, and some presentation links, giving a different listener experience for each station.

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

As stated above, 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 stand alone should there be an editorial reason to do so (for example a station specific event broadcast – such as a highlights show following a station awards event, for example).

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.

Swansea Bay Radio is an official partner of Ospreys Rugby.

Recent programme or news highlights

Details of recent programme highlights can be viewed from the homepage of the Swansea Bay Radio website.

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

None

The station playlist

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

A typical hour of music (from 1100 on 21 Feb 2017) is shown below:-

Backstreet Boys	As Long As You Love Me
Michael Jackson	Billie Jean
Mary J. Blige	Family Affair
Shawn Mendes	Mercy
Prince	When Doves Cry
James Arthur	Say You Won't Let Go
No Doubt	Don't Speak
Jesse & Joy	Helpless
Charles & Eddie	Would I Lie To You
Dua Lipa	Be The One
Amy Winehouse	Tears Dry On Their Own

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

February 2017

3.1 Updated for 2016

3.6 November 16 - format change

3.3 Changes to Network programming Feb 17