



Community Radio Consultation
Media Directorate
Department for Culture, Media and Sport
5th floor
2-4 Cockspur Street
London SW1Y 5DH

August 23rd 2009

Dear Sir,

WCRT response to consultation on Amendments to the Community Radio Licensing Regime

Background : WCRT is the company that operates the community radio station in Wolverhampton, known as WCR FM broadcasting on 101.8 FM (licence number CR042 - broadcasting since March 30th 2007). The WCRT responses are in italics.

1. Do you agree with the proposed criteria for Ofcom to apply when considering a 5 year extension?

WCRT agrees with this proposed measure, it is appropriate and most welcome. Establishing a community radio station is something that takes a considerable amount of time and the proposed 5 year extension assists in that process.

2. Do you think the 50% funding restriction from any one source should be lifted?

No. The importance here is that community radio actually remains a radio service that delivers on the social gain/community benefit front and at the same time maintains editorial independence, without overly depending on one source of income.

Wolverhampton Community Radio Training

Newhampton Centre, Newhampton Road East,
Wolverhampton, WV1 4AP

Tel: (01902) 572260 Fax: (01902) 572261

Email: info@wcrf.co.uk
www.wcrt.co.uk

Registered Company No. 3171108



3i) Do you think that the rule prohibiting a community radio station from being licensed if it would overlap with an existing local radio service whose MCA is no more than 50,000 adults, should be lifted?

ii) If so, should the advertising and sponsorship restriction be applied to community radio stations that overlap with local radio services of up to 150,000 adults?

We believe that the rules governing the level of on air advertising and sponsorship, whatever they may be, should apply equally to all community radio stations, whatever their MCA and regardless of any other businesses that exist in their locality.

Yours Sincerely

Pete Whitehouse
Chairman WCRT

Wolverhampton Community Radio Training

Newhampton Centre, Newhampton Road East,
Wolverhampton, WV1 4AP

Tel: (01902) 572260 Fax: (01902) 572261

Email: info@wcr.t.co.uk
www.wcr.t.co.uk

Registered Company No. 3171108