

DIGITAL COMMERCIAL RADIO STATION FORMAT

Service name

Peak Radio

Licence number	DPI03834BA/1
Licensed area	Derbyshire Area
MCA population	708,002
Frequency/ies	211.648MHz

Character of Service

<p>A full service mainstream popular music station for Derbyshire, targeting primarily 18 - 54 year olds, treating news, speech, regional information and listener interactivity as important ingredients, and running 24-hour news.</p>	
Service duration	24 hours
Locally-made programming	<p><i>Studio location:</i> Locally-made programming must be made for Derbyshire.</p>
	<p><i>Locally-made hour:</i> At least 10 hours a week during daytime.</p>
	<p><i>Programme sharing:</i> Planned Syndicated shows with other radio networks across the UK.</p>
Local news	At least hourly during daytime weekdays and weekends. At other times UK-wide, national and international news should feature.

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend breakfast
Daytime	07:00 to 19:00 weekdays and weekends

Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines

Last amended: March 2021