

The Radio Authority  
70 Brompton Road  
London SW3 1EY  
Telephone 071-581 2888  
or DDI: 071-824 .....  
Facsimile 071-823 9113

## **PRESS RELEASE**

CHAIRMAN  
Lord Chalfont

CHIEF EXECUTIVE  
Peter Baldwin

3/91

5 March 1991

### RADIO AUTHORITY ADVERTISES FIRST LOCAL LICENCES

The Radio Authority is advertising its first two local radio licences on 7 and 8 March. The licences to be offered are for Lincoln and the Shetland Islands. They mark the beginning of a programme to establish up to thirty new Independent Local Radio (ILR) stations a year for the next few years. Both services are to be broadcast on the FM (VHF) waveband.

The licence for Lincoln will be offered to applicants seeking to provide a local radio service for the city of Lincoln and as much of the county of Lincolnshire (excluding south Humberside) as proves to be technically possible. (The Authority believes that it may not be possible to cover the southern part of the county, beyond the towns of Boston and Sleaford, within the terms of this licence). It is estimated that the service could achieve coverage of a population of some 250,000 adults (aged 15+), virtually all of whom live in areas presently unserved by ILR. The closing date for applications for this licence will be Wednesday, 29 May 1991.

The advertisement of a licence for the Shetland Islands should lead to the establishment of the smallest ILR service in the UK, covering a population of around 15,000 adults (aged 15+). This reflects the ambition of the Radio Authority to provide for a wide range of new radio services, covering localities of very different scale and character. The closing date for applications for this licence is Tuesday, 14 May 1991.

From now onwards, the Authority plans to advertise further local radio licences at the rate of two or three per month. Last autumn, it issued a working-list of 27 areas earmarked for early licence advertisement. The Authority is now able to provide further guidance about the expected 'batting order' for advertising these licences. As well as Lincoln and the Shetland Islands, it hopes



to advertise most or all of the following licences by the summer of this year:

Cornwall (countywide)  
York  
Aberfeldy & Pitlochry  
Salisbury  
Morecambe Bay  
North Devon  
Blackpool  
Kings Lynn  
Harlow  
Cardigan Bay  
Paisley

The other areas on the initial working-list, which the Authority does not now expect to advertise before this summer, are: Alton, Hampshire; Aylesbury and/or High Wycombe; Cheltenham; Chesterfield; Colchester; Craigavon, N.I.; Heads of Welsh Valleys; Inverurie, Aberdeenshire; Kirkcaldy & Glenrothes; North Wales Coast; Slough, Maidenhead & Windsor; South Shropshire; St. Albans & Hertford; Tunbridge Wells & Sevenoaks.

ENDS

#### NOTE TO EDITORS

Anyone interested in applying for the licences for either Lincoln or the Shetland Islands should contact the Head of Development at the Radio Authority and ask for an application form.

Contact: Tracey Mullins 071 824 7814

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19/91

Embargoed until 00.01 a.m.  
10 June 1991

### SHETLANDS LOCAL RADIO LICENCE OFFERED TO SIBC

The Radio Authority announced today (10 June) that, after thoroughly considering the proposals submitted by the applicant, it proposes to offer the local radio licence for the Shetland Islands to:

SHETLAND ISLANDS BROADCASTING CO. (SIBC) LTD.,  
P.O. Box 96,  
Lerwick,  
Shetland, ZE1 0JN.

(contact: Mr. Ian Anderson or Ms. Inga Walterson, 0595-5299).

The licence will run for a period of eight years, and will come into effect as soon as the station's future transmission arrangements have been finalised.

ENDS

#### NOTE TO EDITORS

The Radio Authority, which came into operation on 1 January of this year, is responsible for licensing and regulating Independent Radio in accordance with the statutory requirements of the Broadcasting act 1990. It plans frequencies, awards licences, regulates (as necessary) programming and radio advertising and plays an active role in the discussion and formulation of policies which affect the independent radio industry and its listeners.

Contact: Tracey Mullins 071 824 7814  
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