Refresh London Music Policy

The remit of Refresh London is to play the best in breakthrough and up and coming new music specifically within the urban genre. Refresh should epitomise the London Urban music culture and represent the best in unsigned yet commercial quality music. This should not be mistaken for a lack in raw and original performances.

The programmes should be influenced by the London music scene and primarily focus on rising young talent inclusive of all ethnic groups. The programme should also include regular discussion segments as well as features/ documentaries aimed at a target audience of 16 – 30 year olds primarily though not exclusively of ethnic minorities.

In terms of show organisation and structure. Songs should not differ too often from a set running order. It is important that at least four A list tracks are played within an hour, traditionally fused with three B tracks, Two A’s and four Core’s. It is vital that the station adheres to this as being in a new music genre output needs to be as fresh to the audience as possible. The lesser recurring playlists may be altered however A must always remain at four plays. In the event of a live OB performance it should still reflect this structuring.