

Community radio licence: key commitments

Licence outline: CR080

Station name	Leith FM
Community to be served	Residents of Leith
Licence area	Leith
Frequency	98.8 MHz

Character of service

Leith FM aims to strengthen the community spirit and identity of Leith by providing Leith people with the means to communicate with each other. We will provide employment opportunities, work experience and training to equip people in the community with the transferable skills to enable them to engage more fully in the economy. We will reduce isolation in the Leith community by providing the means to reach out to others, share common interests and develop supportive links and friendships. We aim to help build the capacity and skills of the community and local residents to regenerate Leith and foster a stronger sense of Leith citizenship. We will promote the heritage, history and story of Leith and its diverse communities.

Programming

- Live daytime (0800 to 1900) output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will generally be mainstream pop in daytime and overnight programming with specialisms as appropriate to the guests or topic. At other times we will include the following genres according to evolving demand and presenter style, features or festivals: Dance, Scottish/Irish Traditional, Gaelic/Celtic, Folk, Country, Jazz, Blues, World, Orchestral, Rock and Light Classics.
- Speech content will include topical discussion, interviews, news programming, documentaries, social comment, original comedy, community information, and local history. Weekday daytime presenters will generally have guests, volunteers and experts within the programming.
- Early evening (1900 to 0000) will feature genre/ethnic programming. Some non English language music & community information shows (in Spanish, Arabic, Polish, Urdu etc.) and also specific music genres popular in Leith (Rock, Soul, Country, Scottish Traditional, Folk, Jazz). Some of these slots will be 'access' radio to promote diversity and under represented groups while still being nondenominational and non-political. Output will include 'live' and 'as live' music and unsigned artists from the community.

- In addition to a Breakfast Show (0700 – 1000), weekend programming will be largely music based (90% music 10% speech) with various minority music genres and presenter styles as above. Overnight programming will be automated with some selected repeats from daytime output.
- Output will be broadcast mainly in English with occasional Scots Gaelic. Depending on availability and demand some programmes will be broadcast in community languages such as Arabic, Polish and Spanish.
- The service will broadcast 24 hours a day, 7 days-a-week with the majority of the output locally produced.

Social gain objectives

Community Radio Order 2004: "It is a characteristic of community radio services that they are local services provided primarily (a) for the good of members of the public, or of particular communities, and (b) in order to deliver social gain, rather than primarily for commercial reasons or for the financial or other material gain of the individuals involved in providing the service."

"(a) the provision of sound broadcasting services to individuals who are otherwise underserved"

- No radio station in Edinburgh (prior to the advent of Leith FM) caters directly for the community needs of Leith. A large proportion of the Leith community currently does not engage in community activity – particularly individuals from socially excluded sections. Leith FM will tackle social exclusion by making the process of local involvement lively and fun.

"(b) the facilitation of discussion and the expression of opinion"

- Leith FM's discussion and debate output will aim to:
 - Stimulate interest and involvement in local affairs;
 - Broaden the spectrum of opinion that informs local and national regeneration decisions;
 - Help promote and cement a common identity for Leith across all sections of the community;
 - Take on and tackle difficult issues such as anti-social behaviours and teenage drinking.
- Leith FM aims to use a variety of interactive systems to engage our audience such as phone-ins, text-ins, e-mails, low cost roving reporting.

"(c) the provision (whether by means of programmes included in the service or otherwise) or education or training to individuals not employed by the person providing the service"

Leith FM intends to provide training and placement opportunities through its partnerships with various charities and funding bodies including The Leith Regeneration Fund, Job Centre Plus and Broughton Community Education Office. More specifically the group will:

- Provide broadcasting training for 12 local enthusiasts (people who have an involvement with local community groups and associations).
- Investigate the possibility of establishing training links with Telford College, potentially by September 2008 (start of the college year).
- Assist 12 participants per year to find employment by developing social and communication skills.
- Pupils in our local secondary (Leith Academy) and two primary Leith schools will be invited to weekly visits to the station and be given the opportunity to return for programming opportunities.
- Provide information programming and inserts as supplied and approved by NHS, Council and Police as appropriate to the area and needs of the service.
- It is expected that we will target 20 new volunteers per month.

“(d) the better understanding of the particular community and the strengthening of the links within it”

Leith FM's objective is to unite the socially deprived community parts of the Leith community with the burgeoning new media business sector in the area. The station recognises the need to establish strong links with the entire community and will establish a “shape your radio” initiative, which will encourage the community to participate in the creation and production of radio programming.

Additional social gain objectives. LCM will also aim to:

- Improve community access to necessary City Council information through partnership with the relevant departments;
- Provide Leith media businesses with skilled staff from our training programmes;
- Provide work experience opportunities with Leith FM;
- Inform the old and new Leith communities of mutual contemporary issues;
- Encourage the unemployed to participate in a mutually advantageous project;
- Increase self-esteem and confidence of participants;
- Facilitate the enfranchisement of socially excluded individuals;
- Assist in the creation of more informed local services.

Access and participation

Community Radio Order 2004: “It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service.”

- Leith FM will operate as an open organisation. Anyone who shares in the aims of the organisation can join. Leith FM envisages that its membership will expand quickly and will be an excellent means of engaging the community.
- Open forums via the website will enable people to participate in the service.
- The group will 'sub-contract' much of its programme presentation to local groups and projects so that the entire community may get involved in the station's activities.

Accountability to the target community

Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself accountable to the community that the service is intended to serve."

Leith CM will:

- Operate an open membership policy with three types of membership, Individual, community groups and corporate (with concessions for unwaged). Membership entitles a member to full involvement in all station activities whereby they can stand for election to all elected posts on the management committee and LCM board. Members pay an annual fee can access to the studio complex, social events, all meetings and airtime (with free training if required).
- Hold open volunteer meetings monthly where the management report and invite input and operate an internet forum. Feedback, proposals and input is encouraged either in writing, from the meetings or through the Internet Forum. The management committee is served with recording and replying and if it involves governance, passing on to the LCM Board.
- Conduct market research by personal or telephone interview to test listener preferences.
- Broadcast up to 1000 vox pops per year to reflect the views of the community on a range of issues.
- Organise focus group sessions to gain feedback after year one (it is envisaged that these sessions will ultimately be formalised into a community panel with representation from the residents of Leith).
- The Annual General Meeting with a fixed agenda will be an open meeting whereby the Chairman will present the Annual Report on behalf of the Board. Accounts will be presented for approval, auditors appointed and elections held for posts.
- We will engage the local Secondary Schools and FE College in our research programme. We have established regular meetings with officials in Community Education and are partnering with local community centres for training and feedback.

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