

## **Community radio licence: key commitments**

### **Licence outline**

<b>Station name</b>	<b>Skyline Community Radio</b>
<b>Community to be served</b>	<b>People living and working in the three villages of Hedge End, West End and Botley, Hampshire</b>
<b>Licence area</b>	<b>Hedge End, West End and Botley, and surrounding areas (up to 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>102.5 MHz</b>

### **Character of service**

The aim is to provide a local station to inform and communicate with the people of this unique community by delivering a service that will promote and support local initiatives, and improve community awareness and community spirit within the area. It will be run by the community for the community.

### **Programming**

The station will be music-led and feature music from a wide variety of genres. The speech elements will include news, phone-ins and discussion-based programming on local topics. The programming should in the main be of appeal to, and suitable for, a family audience. Local and community news is an important element and will include coverage of small stories of significance to the community that may not receive coverage elsewhere, as well as other relevant issues such as local planning matters.

- Live programming output will typically comprise 80% music and 20% speech (“speech” excludes advertising, programme/promotional trails and sponsor credits, and may be calculated over any four hours).
- The music will vary throughout the day to appeal to different age groups and include contemporary music and 70s/80s in the daytime and specialist music in the evenings (e.g. country, rock, jazz, classical).
- Speech output will mainly focus on phone-ins and discussion programming on a variety of local topics, as well as local and community news items (in addition to national news).
- Typically, the service will be live for at least twelve hours per day (less on Sundays), but this may include repeats of previously-broadcast programme segments if appropriate.

### **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”*

- The aim is to provide an underserved community a service that will cover small but important local issues that are not covered on other broadcast media. With a local/community news service, information about local groups and general awareness-raising of local issues.

*“(b) The facilitation of discussion and the expression of opinion”*

- Local council and other relevant representatives will be invited to talk on local issues.
- The station will regularly encourage on-air debate, principally through phone-ins, emails, letters etc.
- Community information sharing is encouraged.
- A ‘rant’ line will be provided for people to ‘get things off their chest’.

*“(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”*

- The operation of an ‘open door’ policy will be applied to encourage the development of programme ideas from individual members of the community, or community groups.
- Everyone involved in broadcasting will undergo some training. Regular volunteers will be trained in the use of studio equipment, interviewing techniques, and news reading/collating. When trained they will take out portable recording units to record interviews and train fellow community groups.
- Links will be developed with local schools to encourage the production of appropriate material from them. For example, year 11 pupils may develop their own daily programme, which could count as course work for their media studies programme. In addition, some material such as short stories, may be developed for pre-school children, and some material provided by junior school pupils too.

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

- There is a commitment to running outside broadcasts for coverage of local events throughout the year.
- Fund raising events will be conducted throughout the year to help raise the profile of the station within the local community.
- On a regular basis the station will adopt from the community a local charity or organisation, promote understanding of it and help raise funds for it.
- Community feedback will be encouraged via public meetings and other means, and output will be adapted in response to this feedback.

### **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."*

- The station will provide opportunities for all members of the community to be involved within the operation and management of the service.
- Involvement to be encouraged through public meetings, on-air promotions and the appointment of a public representative to the Board.

### **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."*

- Around four public meetings to be held each year to encourage feedback to the station.
- Appointment of a member of the local community to the Board (to be elected at one of the public meetings)
- Station management committee which will include representatives from volunteers, local businesses and youth work.

*\*All material in italics is direct quotations from the Community Radio Order 2004*