

Community radio licence: key commitments

Licence outline: CR013

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| Station name | Harborough FM (Hfm) |
| Community to be served | Market Harborough and surrounding villages |
| Licence area | Market Harborough (up to a 5km radius from the transmission site) |
| Frequency | 102.3 MHz |

Character of service

Hfm will provide an informative, entertaining and relevant community radio service for the Market Harborough area. It will aim to involve all ages within the target audience in the operation and output of the station, and radio and media related educational experiences and training. Hfm will provide a forum with a distinct focus on the localised communities within the target area to allow listeners and residents to express views, issues, concerns and news of relevance to them.

Programming

Hfm will be a music and community information based station accessible by the local community and key organisations to share information and promote community activities.

- Hfm will typically broadcast live output during the daytime for 12 hours a day, with automated music output at other times. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced. Live programming will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Speech output will typically comprise programmes featuring local agencies (such as the police and the local council) and other groups within the community sharing information, or discussing issues of interest and relevance to the target community, interviews with local people, and news & current affairs (20%). Output will include updates on the area's sporting activities and daily community "what's on" items.
- Music output will typically be mainstream contemporary pop from the 60s onwards (90%), with approximately 10% comprising a more specialised choice of music to include alternative genres such as heavy rock, country, Motown, ambient and modern alternative.

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"

- Hfm will provide vital community information services and be easily accessible to the local community and local organisations.
- Hfm's day-to-day programming will include regular slots with organisations such as the District Council to not only promote up-coming events, but also to promote awareness of important issues concerning the council and the public. It will provide a platform for interactive discussion between the council and the public on the issues of the day.

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

- Hfm will provide a focus on and a forum for local feedback via phone in, email, and in writing on aspects of local involvement and culture.
- Hfm will conduct interviews with a variety of residents, charities, schools, organisations and individuals to highlight local causes, concerns and opinions. It will create opportunities for the members of the target audience to use the station to engender relevant, informed and balanced local discussion. Hfm will provide programming opportunities, discussions, interviews, news features and 'vox-pop' street news recordings, as well as internet responses, and other means of communication to attract the views of its listening audience.

"(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"

- Hfm will work closely with the South Leicestershire College to provide training in radio broadcasting for up to 12 people per annum.
- Hfm will offer placements to students from local schools and colleges; a placement per week at appropriate times.
- Training and advice will be offered in programme scripting, interviewing, editing and production to both volunteers and members of local community groups which wish to make features on subjects relevant to their causes and to local interest.

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

- Hfm will assist local groups with a significant message to produce feature based material for transmission to the local audience. Hfm will seek to involve the important local authorities in discussion about topical and future plans and to engage its audience in response to such programming.
- Hfm will get involved in local community events, strengthening its relationships and links with the target community.

Additional social gain objectives:

- Hfm's community outreach activities, road shows, and public appearances will provide awareness and support of town and village events.
- Hfm will actively promote public awareness of the existence of health problems and will broadcast local job vacancies.
- Hfm will work in partnership with the South Leicestershire learning Innovation Centre.

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."

- Members of the community will be offered places to take part in radio broadcast training. This will enable them to move into a role at the station after a 10 week training course either in a voluntary capacity or a paid role if appropriate. There will be places for around 20 'on air' volunteers, and 5 'off air' volunteers at any time.
- The Hfm Listener Panel will be made up from all sections of the target community. The panel will provide feedback to the station management each quarter.

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."

- Hfm will provide adequate and responsive feedback systems to facilitate public response and involvement in the station, including listener panels, schools liaisons, business links, local authority feedback, web site responses,

email and press responses, and phone and questionnaire based surveys. Feedback will also be obtained from school visits, work experience placement operators and via those attending Public Access Training through written and verbal feedback.

- Two members of the Listener Panel will be invited to join the management committee to represent the panel on programming issues. The listener panel will select two persons to represent the panel at the quarterly meetings for one year.
- All issues and improvements identified by the management committee will be discussed and necessary action put in place to respond appropriately to local listener demands. A member of the local council will be invited to be a member of the Hfm management committee. This role would be on a voluntary basis. All meetings will be minuted.

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

February 2006