

Community radio licence: key commitments

Licence outline

Station name	All FM
Community to be served	The diverse urban inner city communities in the Manchester area
Licence area	South Manchester (up to a 5km radius from the transmission site)
Frequency	96.9 MHz

Character of service

This station will provide a service for the local communities of South Manchester and will encourage members of these communities to be involved with its programming. The organisation will provide opportunities for the community to work with the station, to gain experience and, where appropriate to benefit from a variety of training opportunities in this regeneration area of Manchester.

Programming

The service will provide content that caters for the community, including a varied broadcast schedule mixing specialist and general music programming and offering a variety of speech and discussion based programming.

- Daytime live programming output will typically comprise approximately 80% music and 20% speech ('Speech' excludes advertising, programme/promotional trails and sponsor credits). Evening and overnight output may include a smaller percentage of speech content.
- Live programming (with pre-recorded inserts if applicable) will typically be aired during daytime hours between 07:00 and 19:00. Specialist output may regularly also be live between 19:00 and 03:00. An automated play-out system will typically be used overnight between at least 03:00 and 07:00.
- The service will offer a wide variety of music output with a rotating play list comprising of chart, gold and community music (mainly Asian, African, Irish and Afro Caribbean). The service will also broadcast specialist music programming, for example including genres such as Northern Soul, Funk/Soul, Reggae, R'n'B, Jazz, Hip Hop, House, Bhangra, Drum 'n' Bass, Soca, Country, Gospel and Ambient.
- Speech output will focus on the '*ultra local*', providing content that reflects topics and issues of concern to members of the target community as well as events taking place within and around the stations broadcast coverage area. The service will promote and publicise information about local event and services, but may also include programming covering other topics from more distant locations where these may be of interest locally.

- The majority of broadcast output will be in English, however, to reflect the diversity of communities present in the area, specialist programming in other languages will also be broadcast.

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 station's approach will be community centred, and the service offered will cater for many aspects of the diverse inner city community of South Manchester. The aim is to provide content that reflects this diverse community, both in terms of the music and the speech content provided in programming. The service will offer local community organisations opportunities to produce programming for broadcast, particularly in the specialist element of the service schedule.

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

The service will endeavour to be a platform for discussion of issues relating to the community. Listeners will have the opportunity to phone in to programming and to contribute to broadcast output through interviews etc. such that community views and opinions will form an important part of the station's total output.

"(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 service will offer opportunities and training for members of the whole community. In particular, it will focus on adult learning through the provision of accredited broadcast training opportunities as well as through links to community projects, other training agencies and local schools. The station will endeavour to carry on developing new training courses throughout the duration of its broadcast licence. During each year of operation, the station expects to provide formal training (typically of no fewer than five days duration) for at least 100 young people and 50 adults (over 18).

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

The station's underlying approach to its target community will be pro-active, seeking to create links to encourage volunteer participation, and to promote local community organisations, some of which will broadcast on the service. An out-reach worker will

be employed to develop these aspects of the station's activities, and the station will also encourage interaction through the delivery of promotional output and other on air material. This will include the production and broadcast of on-air trailers, information and advice for local statutory and non-statutory bodies.

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 encourage members of the local community to become involved with the service and station through:

- Volunteers undertaking broadcast accredited training;
- The provision of informal 'taster' training sessions;
- Open Days at the station to attract future trainees and volunteers
- The offer 10 work placements at the station every three months
- Help for community organisations with the production of programmes

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."

The group will actively encourage feedback through the following methods:

- Encouraging volunteers to participate in the operation and management of the station;
- Holding bi-monthly volunteer meetings to discuss issues arising from the activities of the station and the wider community;
- Creating a number of steering groups to represent particular interests within the local community. These groups, (for example in particular locations or for young people) will typically meet on a quarterly basis. The outputs of their meetings will be fed into deliberations by station management and staff when deciding upon the future direction and development of the service;
- As part of station output, inviting listeners feedback and comments, whilst actively promoting the contribution of such material through regular promotion of the station's contact details;
- Hosting an Internet chat room on the station's website to encourage further listeners discussions;
- Holding Open Days at the station so that members of the target community have opportunities to visit the station.
- Where a complaint concerning programme contents, the operation of the station or the actions of a person working there (staff or volunteer) is received,

the station will attempt to deal with this to the satisfaction of the complainant within fourteen days.

- Members of the public may raise issues of concern with station staff, members of the board or the chairperson. In case of serious complaints, the board may appoint a compliance officer to investigate the issues arising.
- Where a complaint is upheld, details will be published on the station web-site and, where appropriate, an apology may be broadcast on-air.

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

[LH: FINAL 03/08].