

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

### **Licence outline: CR035**

<b>Station name</b>	<b>Salford Community Radio</b>
<b>Community to be served</b>	<b>The people of Salford</b>
<b>Licence area</b>	<b>Salford (up to a 5km radius from the transmission site in Swinton)</b>
<b>Frequency</b>	<b>94.4 MHz</b>

### **Character of service**

SCR will seek to be a local voice, a tool for local accountability, a key community development and capacity building component, a source of local news and information, a focus for radio skills training and a tool for improving basic skills, a tool to showcase and promote local talent and a community led and backed resource for social gain within Salford.

### **Programming**

SCR's programming will follow the "for the people, by the people" philosophy. We intend the programming to reflect the area, in terms of local voices, local news, local issues, local information, local music and local talent. We will make sure that as a minimum every hour will contain at least 10 minutes of community output.

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- SCR will cater for a wide variety of musical tastes in line with what Salfordian's tell us they like to listen to. As well as contemporary music and music reflecting past decades we will also feature dance, hip hop, Bhangra, classical and feature emerging Salford talent as much as possible. Music policy will be constantly reviewed according to what our programme focus groups tell us.
- We expect to broadcast community documentaries, programmes about community groups and services, local councillor phone ins, wide ranging vox pops, news and views about and from community events, local sports coverage, as well as radio drama, poetry and wide ranging local interviews.
- Initially all our broadcasts will be in English. However, as we become established, we will provide programming specific to local ethnic minorities in the area subject to community demand and volunteer input.
- The service will typically be live for at least 7 hours per day. (Live programming may include pre-recorded inserts, if applicable.) The majority of the output will be 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"*

- Salford Community Radio will concentrate mainly on Salford matters and Salford people - rather than Manchester - to help create a unique Salford identity.
- We will also seek to fairly serve minorities within Salford through encouraging them to make their own programmes and developing links with them through encouraging Board membership, participating in training and through constant monitoring and evaluation of our work in relation to our aims and objectives.

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

- Community members will be given the opportunity, training and encouragement to make programmes relevant to them, made with local people with local voices.
- We will regularly encourage community participation within our programming, through phone polls on local issues, phone in programmes enabling local people to put their points of view to local MPs Councillors and other local decision makers.
- We will also use vox-pops across the broadcast area and aim to cover the City Council's neighbourhood decision making structure.

*"(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"*

- We will train around 8 people through an Open College Level 2 Certificate in Radio Skills, (producing, editing, presenting etc). This course will also contain embedded basic skills training. People completing this course will be offered the opportunity to participate in an accredited "Training for Trainers" course.
- We will encourage local schools and colleges in the area to participate in programme making (up to 100 young people a year) and offer the opportunity to local University students wishing to gain work experience in the media to help produce community programming in line with our aims and objectives.

- SCR will also seek to help where it can to provide training tailored to suit particular client groups where requested such as schools, prison / probation service, youth groups, residents/tenants associations, intergenerational projects, summer schools etc.
- We will establish appropriate collaborative links with other media organisations, to provide placements, training and job opportunities.

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

- We will set up a number of programming focus groups across our target area who will feedback on our output and suggest ways in improving it. They may suggest potential partners, news items, programme ideas and ensure that as many people as possible are represented by SCR’s output.
- We will also assist up to 15 community groups and 10 local agencies in making their own programmes, ideally using our own locally produced trainers on a freelance basis. Public agencies and community groups such as tenant bodies, development trusts and user groups will have the opportunity to showcase and promote their services and projects.

Additional social gain objectives:

- We expect that Salford Community Radio will also be a key tool in future community consultation within the area. We will encourage agencies and policy makers wishing to consult the community within SCR’s boundary to use us in order to deliver information, offer the opportunity for community responses and inform local people of decisions made and further progress.
- SCR will develop close working relationships with agencies working within the area so that it may signpost / refer people on to relevant opportunities. For example, health advice, further training, job advice and guidance, volunteer opportunities etc.
- SCR will also endeavour to provide public address services and “roadshow” provision to community events.
- We will encourage and showcase local talent.

### **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 encouraged to participate and manage the service at every level, from programme making to Board and Director Level.

We aim to have up to 600 community members participating at all levels in the first year.

- Board membership will be open to all members of the community and representatives of organisations served by SCR. It will be a requirement that both the Board, and the Director positions within it, hold a majority of community members.
- Portable studios will provide access for those unable to reach the studio.

### **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."*

We will ensure that SCR is accountable to the community it serves by:

- Board / Director membership (as noted under access and participation above).
- Programming focus groups who will feedback to the station manager.
- Evaluate SCR annually in relation to its aims, objectives and agreed outputs using the social audit model as a basis. This ensures all stakeholders will be able to have their say as to whether SCR has been effective in achieving what it has set out to do.
- Regular "on air" publicity for station contact details inviting feedback, suggestions etc. and a published complaints procedure.
- Use of vox-pops asking residents what they feel about SCR and its programming. Our website also carries a "listener poll" to capture listener feedback on our service.
- SCR will adhere to the principles laid out in the 'Gold Standards for Community Involvement' developed by Salford's local strategic partnership.
- SCR will hold an Annual General Meeting with a published annual report.

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

October 2007