

Community radio licence: key commitments

Licence outline

Station name	New Style Radio
Community to be served	Afro-Caribbean communities of North West Birmingham
Licence area	Winson Green, North West Birmingham (up to a 5km radius from the transmission site)
Frequency	98.7 MHz

Character of service

New Style Radio will provide a service that reflects and celebrates multicultural Britain, and in particular the achievements, aspirations, culture and values of the Afro Caribbean communities within its licence area. The service will provide opportunities for the local community to work with the station to gain experience and offer training in this socially deprived area.

Programming

New Style Radio will provide a service offering a varied programme schedule promoting and celebrating the creativity of the Afro Caribbean and related communities (those of Caribbean and UK origin (mixed race)).

- Live programming output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits, and may be calculated over any four hours).
- Around 80% of the music will be comprised of the following genres: R&B, reggae, hip hop, house/garage, soca. In addition, other music of broad appeal to the target community will occasionally feature as well as more specialist genres such as African, World, Gospel, Jazz, Latin.
- Speech output will be delivered predominantly within the following programming strands: The New Style Magazine, which will have a current affairs and lifestyle agenda, include features and interviews and encourage discussion and debate; and the Black Creative and Cultural Industries Forum, which includes drama, heritage, the arts, travel and the creative industries. Other speech items include news (including some news from the Caribbean, Africa, North America and Europe), community news and information, and oral history programmes.
- Output will be broadcast in English.
- The service will typically be live for at least 15 hours per day, with the remaining output automated. (Live programming may include pre-recorded inserts, if applicable).

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"

- New Style Radio will endeavour to capture the black community presence in the context of the culturally diverse urban community. The service will embody the culture, values and aspirations of the target community.

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

- The station shall facilitate community views via regular vox pops on current topics, community billboards, and special round-table discussion programmes. In addition listeners will be encouraged to participate in programming via text messages, phone-ins, a voice mail service and the website.

"(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 station will offer opportunities and training to the whole community, with a variety of learning opportunities via links with training agencies and local schools. The training and skills shall be a mix from broadcasting courses, basic literacy and numeracy skills, to starting up your own business.

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

- The station will reflect the position and voice of the target community, by working to raise aspirations and build a better understanding between the target community and the wider communities. The service shall encourage volunteers from the whole community to participate with the service and undertake a variety of roles within the station.

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."

New Style Radio will encourage and develop community involvement and volunteers to engage with the service as follows:

- Provision of Open College Network (OCN) radio training, for two groups of 15 students, in association with South Birmingham College
- Deliver an 'access to print and broadcast journalism' course in collaboration with local newspaper publishers, college/university and broadcast companies. This programme will target, principally, younger Afro Caribbeans (maximum of 10)
- Offer a series of short non-accredited interest based radio production courses, five short courses of this nature per annum; and
- Offer four customised radio courses to be delivered over weekends
- Offer media related training for up to 50 primary and 50 secondary school pupils
- Offer to college and universities student 15 work placements per annum and encourage up to 25 students to undertake a 1 year radio training course
- Development of drama programming with the schools and colleges offering drama groups and students an opportunity to produce and present radio drama
- Host open days at the station

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."

New Style Radio shall be accountable to the target community in the following ways:

- An advisory panel of local community representatives of 10 members and 5 volunteers
- Regular invitations to phone in and comment on quality or otherwise of service
- Web site guest book
- Periodical workshops, seminars and discussion groups of two per annum
- Targeted questionnaires
- Internet surveys, at least three per annum
- Special "tell us what you think programmes"
- Undertake market research at least once per annum

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

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