

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

### **Licence outline: CR051**

|                               |  |
|-------------------------------|--|
| <b>Station name</b>           |  |
| <b>Community to be served</b> | <b>The people of the Lune Valley area.</b>       |
| <b>Licence area</b>           | <b>Kirkby Lonsdale and the surrounding area.</b> |
| <b>Frequency</b>              | <b>106.6MHz</b>                                  |

### **Character of service**

The station is “grass roots” upwards station with the general aims of;

- building positive community relationships
- developing partnerships with organisations for the benefit of the community
- integrating/embedding the station output into the everyday lives of local people.
- building a local brand; and
- developing a real community of programming interest and content relevant to the community.

### **Programming**

- Daytime output will typically comprise up to a 80% music and 20% speech ratio, whereas the remaining output will comprise up to an 85/15% Music to Speech ratio. ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will include popular music from the last four decades, classical and a broad range of specialist music.
- Speech output will typically comprise of news and current affairs aimed at a local audience, discussion programmes, oral history and literature, public information output and a local “what’s on” guide.
- Output will be broadcast in English.
- The service will typically be live for up to 12 hours per weekday and up to 8 hours and 5 hours respectively on Saturday and Sunday. (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”*

- The station will be local radio “by the community for the community.” Programmes will involve and engage with the whole community.
- The station will provide a local source of communication and dissemination of information for the benefit of people in the Lune Valley and surrounding areas.

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

- Volunteers and community interest groups will be given a platform to air their viewpoints and interests.
- The station will work closely with all sectors of the community to identify issues which are of interest to local people and particular groups.
- Web-based message boards will be developed to generate debate on music, local issues, news and current affairs.

*“(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 up to six training places per annum in I.T., writing and production skills, subject to arrangements with local schools and business partners.
- Up to 20 local volunteers and 10 hospital broadcasters will have the opportunity to gain radio experience at the station.

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

- The station aims to be LOCAL: Local; Objective; Constructive; Authoritative and Listener Friendly.
- The station will contribute and support all aspects of local life and activity and will broadcast up to 40 community and/or charity/voluntary sector infomercials each year.
- The station will work with local community and voluntary organisations to increase the network of support available for isolated, vulnerable or at risk members of the community.

Additional social gain objectives:

- The station will give publicity to and encourage local people to become involved in community activities.

- The station will aim to improve prospects for employment in the local area by offering work experience opportunities and I.T. training courses.
- The station will advertise local voluntary vacancies, careers fairs and will have a weekly job-spot.

### **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 up to 20 volunteers.
- Groups and individuals will be encouraged to take responsibility for the production of their own output and to contribute to the operation and development of the station within the community.
- Members of the community will be encouraged to join the station Management Committee.
- Up to 6 work experience placements will be offered to pupils from local schools.

### **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."*

- All groups and presenters involved with the station will be expected to sign up to a Station Charter which will set out acceptable standards of taste and decency and comply with statutory codes of conduct.
- The station will establish a listener's panel which will meet quarterly to discuss programmes and services. Members will be appointed for up to two years and the selection criteria will include age, gender, background, occupation, interests, ethnic origin, disability and geographical location in order to achieve as a broad and accurate a reflection of local community views as possible. The panel will report back to the management committee.
- Quarterly meetings of the Listener Panel will feed in to an open Annual Steering Group meeting which will invite volunteer feedback and participation resulting in an annual review document
- The Management Committee will include 4 permanent members and 1 volunteer, nominated by the station volunteers, who will be elected to sit on the Committee for a period of 12 months.

- Groups and presenters will be expected to sign up to a Station Charter, which will set out clearly acceptable standards of taste and decency and comply with statutory Codes of Conduct.
- A steering group will monitor station issues.
- The station will produce a complaints procedure.

[December 2007]

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