

Community radio licence: key commitments

Licence outline: CR052

Station name	Seaside Radio
Community to be served	The people of Withernsea
Licence area	Withernsea (up to a 5km radius from the transmission site)
Frequency	105.3 MHz

Character of service

The purpose of Seaside Radio is, via the medium of local community radio, to increase the opportunities and choice of the local residents of Withernsea and the wider South Holderness to better connect with each other and the rest of the world.

Seaside Radio aims to get as many members of our community involved in their own radio station. We are approachable and friendly and seek to be as professional yet creative with the quality of programs and content. The essence of Seaside radio is about providing a two way street of communication rather than a passive listening service and in adding to and building on the options that the community already have. The service will be non-profit-distributing.

Programming

Our station seeks to offer unique local information, communication and participation. Through advertising, self promotion for voluntary groups, and talk based programs we encourage promotion and participation of local events and services, and provide an information service which will be developed in consultation and through our existing community forum.

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will comprise locally generated music, jingles, songs and poetry to music and genres such as country, blues, rock, classical, middle of the road and general chart music.
- Speech output will comprise local stories, documentaries, local information, discussions, interviews and news.
- Output will be broadcast in English, but also to include 'dialect' programs and we seek to develop other language programs, such as learning language over the radio.
- The service will typically be live from 9am-5pm (live programming may include pre-recorded inserts, if applicable). At other times automated output may

include repeats of previous live output. 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"

- Seaside Radio will continue to identify and serve isolated groups and communities. We will form partnerships with parish councils and local action groups etc. and will offer free radio advertising to all local charities and not for profit organisations to enable them to promote their activities and recruit volunteers.
- The station will give local information for community groups, meetings, travel, childcare, education, training, social events etc and no overarching focus for individuals to get together for a common purpose, to inform their own community and make their quality of life better through offering choices via information and training.

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

- We want to have phone in discussions, and 'round table' debates about local issues as listeners request or our surveys suggest.
- We also seek to develop a "Writing for Radio" group which may be able to tackle local issues or give a local voice through the medium of drama.

"(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"

- Seaside Radio offers accredited media training courses, covering a range of radio skills. We aim to train 3 volunteers in station management, developing program content and audio editing skills in first three months.
- We run open access workshops in community venues for people to have a 'hands on' experiential taster session which can then be more formally developed. We have a mobile vehicle 'Media on the Move' which visits isolated rural communities and outlying areas delivering all the above training 'on the doorstep' as well as gathering news items and promoting participation.

- In the first year we aim to recruit 10 local 'key' people in isolated communities to train and develop their skills in both promoting Seaside Radio, and either technical skills to provide local talk content, or editing skills to ensure the true local voice is heard. We also plan to develop and train 25 local volunteer presenters and 10 local radio journalists.

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

- We talk to local groups about the radio, and staff are on the steering groups of many local groups and the local resource centre to make sure as many people as possible are aware of how Seaside Radio can help the community
- We continue to build links and recruit volunteers through training and will retain a volunteer liaison officer. Volunteers have developed and are undertaking street surveys in our locality and around the area to find out listening needs and wants.
- We periodically intend to run competitions and events for everyone to take part in, to constantly raise our profile and encourage people to get involved in sharing information, or supporting them in making their contribution, in whatever form, to Seaside Radio.

Additional social gain objectives:

- All local community groups and organisations can produce their own full length programs and jingles to inform listeners about the services on offer.
- Local events are publicised and promoted, commercially, via sponsorship or donation, and we want to develop a ‘finder’ service locally for people seeking an item, help with a task (subject to pre-broadcast checklist) or who have lost contact with someone.
- Seaside Radio runs competitions at local schools. We run battle of the DJ competitions at village halls, public parks and outdoor events, giving people the opportunity to DJ in public before going on air live.

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.”

- All volunteers go through a basic induction and skills audit. Volunteers are actively encouraged to consider becoming a director of the company, and offered key training in their roles and responsibilities for management.

- We run equipment workshops to give members of the community the chance to actually look at the equipment we use, and get hands on experience which we hope will lead to further interest, training and then involvement.
- We constantly seek to increase members of our community forum and widen feedback opportunities through the individuals and groups and organisations represented.
- Our premises have disabled access, and by constantly promoting ourselves in the community we hope to ensure we can offer access in the fullest sense.

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 have a community forum and listening panel which enables all members of the target area to comment on or develop material and content.
- The community forum will consist of representatives from local organisations such as charities and the police. We hope to have twelve representatives on the forum and meet quarterly. The forum will report to the station board.
- The listening panel will include individual listeners who commit to listening at a given time for a given period over a week or a month. They fill in a simple form which is returned to our offices and the information collated. This is used to feed back to presenters, and is on the agenda at management meetings, forum meetings and volunteer meetings.
- The Board of Directors will meet every six weeks.
- A clear and open procedure for grievances or complaints, is in our policies and procedures for volunteers and staff as part of their induction process. A jingle is regularly played out to inform listeners of the procedure, and it is displayed in the window of our premises and on our website
- Over time we plan to develop a once a week 'points of view' type program.
- We will publish an annual report and hold an AGM.

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