

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

### **Licence outline: CR054**

<b>Station name</b>	<b>Gloucester FM (GFM)</b>
<b>Community to be served</b>	<b>Black and ethnic minorities, other disadvantaged communities.</b>
<b>Licence area</b>	<b>The City of Gloucester (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>96.6 MHz</b>

### **Character of service**

Gloucester FM (GFM) will provide a community radio service targeting black and ethnic minorities and disadvantaged communities in the City of Gloucester. It will aim to address the inequalities and under-representation which exists within the media and society at large, while uniting the target audience through entertainment and communication with a strong community flavour. GFM will provide music of black origin, news, information and advice and will encourage and support the participation of the community in the operation of the service.

### **Programming**

- Output will typically comprise 70% music and 30% speech in daytime.
- News, discussion, interviews, information and advice programming of relevance to the target community will feature daily. Gospel shows, Asian shows and other specialist programmes will feature discussion and interviews on issues specific to the listeners of that output.
- The music will be predominantly of black origin. Some programmes will include a mixed genre of music of black origin and others will specialise in playing particular genres including, for example: bhangra, drum & bass, roots reggae, reggae dancehall, reggae lovers rock/revival, funk, northern soul, gospel, hip hop, jazz, rhythm & blues, garage.
- Speech output will be mostly English, however other languages will occasionally feature, for example: Asian community languages, African languages and Eastern European languages including Romanian. (The range of language groups served may change over the term of the licence.)
- The service will typically broadcast live output for eight hours a day.

**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 service will have a particular focus on black and ethnic minority communities, together with other disadvantaged groups. Research has identified barriers to participation in mainstream services within local communities and the provision of a community-based radio service is seen as a mechanism to help overcome this.
- Programming for the target audiences will specialise in music of black origin, culturally sensitive information and advice that is not available on mainstream radio, community features and programming in community languages.

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

- The service will facilitate this where practicable throughout its output. Some programmes are designed specifically with this objective in mind. Such programming will specialise in interacting with key local agencies, inviting them to come on air and participate in live discussions. Listeners will be encouraged to phone in, write, email or text questions to studio guests.
- The service will carry specialist programmes for the Asian and Christian communities. These will encourage dialogue with listeners and studio guests.
- Information will be posted on the service's web-site which will include a discussion forum giving members of the community an additional way to express their opinions.

*"(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"*

- GFM has developed its radio production training with the support of the Bristol-based Centre for Employment and Enterprise Development (CEED), an accredited media-training centre. The service intends to build on this partnership throughout the licence period, developing local training expertise and moving towards the employment of a full-time training manager.
- The training programme will provide a gateway for new volunteers to contribute to output and will focus on the development of wider media and ICT

skills for employment. Training courses will give priority to young unemployed people and the provision of work experience opportunities.

- Alongside accredited training courses, the service will also provide basic 'taster' sessions for new volunteers along with outreach training in conjunction with community and voluntary organisations as well as with local schools and colleges.

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

- Presenters and volunteers will be recruited from the target communities. This will help ensure that GFM is able to reflect these communities and build on links with black, ethnic minority and disadvantaged groups.
- Through community information and participation programmes the service will promote better understanding of the issues and concerns of the target communities and will contribute to strengthening links among local community organisations and between community organisations and statutory agencies.
- The service is committed to regular community consultation including quarterly open meetings and an annual general meeting open to the public. These consultative events will further assist the service in promoting better understanding of the community.

Additional social gain objectives. The service will:

- Provide information about local services and amenities and assist in facilitating access by the target communities to local services.
- Contribute to local development by empowering the community through involving it in decision-making, providing a voice, facilitating community consultation on local regeneration and by carrying information and advice relating to social enterprises.
- Assist in promoting local employment, training and work experience opportunities.
- Promote the inclusion of black and ethnic minorities as well as other disadvantaged groups by challenging inequalities and promoting equality of opportunity, and by providing better access to and dissemination of information.
- Contribute to local cultural and linguistic diversity by carrying programming in community languages, and by providing an outlet for cultural and artistic expression and the development of local talent.
- Promote volunteering in its own operations and provide the voluntary sector with a medium to promote themselves and events to the target communities.

### **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."*

- GFM will recruit volunteers and presenters from the target community. Over the duration of the licence, GFM intends to expand the range of such opportunities and will promote their availability on-air, through the local press and informal community networks. It will also have direct contact with schools, colleges and community organisations.
- The service prides itself on being inclusive to the community it serves and will request feedback from its listeners on a regular basis.
- Every member of the target community has the opportunity to become a member of the management committee. When a person expresses a desire to become a GFM volunteer and confirms their support of GFM's aim and objectives, they will be offered membership. They can then vote on all matters relating to GFM and can be nominated onto the management committee by another member of the GFM family at the AGM.

### **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 service will hold an annual general meeting at which a report and audited accounts will be presented. Members of the whole local community will be invited via the local newspaper, public notices on community notice boards and over air on the station. The service intends to ensure that it remains inclusive and accountable to all its stakeholders. It will post its annual report on its website.
- GFM will also hold quarterly community consultation meetings and will encourage listener feedback concerning its service, inviting suggestions as to and how it might be developed in the future.
- Members of the community will have opportunities to give feedback to the management of the service. This will be through public meetings, face to face meetings with volunteers / presenters, via email, phone, text or email

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

July 2006.