

Community radio licence: key commitments

Licence outline: CR057

Station name	RadioReverb
Community to be served	The population of Brighton & Hove
Licence area	Central and East Brighton & Hove (up to a 5km radius from the centre of Brighton and Hove)
Frequency	97.2 MHz Central and 106.7 MHz East Brighton

Character of service

RadioReverb will provide an accessible and accountable community radio service for the Central and East Brighton & Hove area, reflecting the diversity of lifestyles in the city and driving cultural and economic regeneration. Specific programme strands will target the needs and interests of a diversity of groups and individuals not usually represented on radio. RadioReverb plans to achieve this by building a platform for discussion and empowerment through an eclectic mix of locally relevant speech and music programmes targeting adults 16 years+ from across the city.

Programming

- Output will typically comprise 75% music and 25% speech during the daytime (0700-1800) with the proportion changing to 85% music and 15% speech between 1800-0700 ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- RadioReverb's current intention is that the city of Brighton and Hove community itself will ultimately define its own programming needs, while the profile of the station's target audience will change over time as outcomes are achieved and as new and emerging needs take greater priority.
- Music output may vary according to the different programme makers and could include anything from experimental sound art, Japanese pop, jazz, techno, classical, hip hop, Bollywood hits, ambient, dub, indie, 30's, 40's, 50's dancehall and big band, cheesy disco, hi-nrg, show tunes, dub reggae, live sessions, home-made music, African, country, film soundtracks etc.
- Speech output will typically comprise/include 'extended airtime' discussions dramas, current affairs, specialised interests, in-depth interviews, oral histories, sports and other events' coverage. Individual programmes may feature community news relevant to a target community of interest.
- Output will be broadcast mostly in English with some material likely to be in other community languages.

- The service will usually broadcast 24 hours a day, 7 days a week with a mixture of live and pre-recorded output, and including repeats if applicable. Automated output will be kept to a minimum. 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"

- RadioReverb's target community includes the deprived wards of East Brighton and Moulsecoomb and Bevendean and 5 neighbourhood renewal areas. The service will also target significant priority communities within these areas as they are identified by RadioReverb and other third parties.
- Marginalised groups such as LGBT, over 50s, people with a previous history of drug and alcohol misuse, people with mental health problems, adult lifelong learners etc. will be targeted with particular programmes.

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

- Programming will include debate, discussion and interviews where issues of local relevance will be given extended time so that their complexities and a variety of opinions can be properly explored.
- Direct audience participation will be encouraged through email and SMS text interaction, and online forums.
- A Listener Panel will act as external arbiters of programme quality and widening of choice, necessarily resulting in a wider range of opinions available through local services.
- Programme-makers will be asked to contribute to the way in which RadioReverb operates and the programming it delivers.

"(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 aim to provide annual training to at least 30 individuals while mentoring and support will be given to at least 40 others via volunteers and community group leaders.
- The station will explore degree links with University of Sussex and develop broadcast lectures with a number of local partners.
- All broadcasters will need to have undertaken induction training. Levels of competency will also be set for allowing individuals to operate the desk and to present and produce radio shows and a learning pathway will be identified for each broadcaster in order for them to achieve their aims within RadioReverb.

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

The station will:

- Ensure that its website (www.radioreverb.com) will contain information about RadioReverb and develop it as a community hub and portal.
- Represent a variety of community sectors and interests through the input of its Founders, board of directors, staff (paid and voluntary) and programme-makers all of whom will be encouraged to utilise their own networks to gather and distribute information.
- Create a specialist position of ‘Community Outreach Co-ordinator’ (subject to appropriate funding being achieved).
- Establish (and take part in) regular consultation with development agencies, public service providers, businesses and voluntary sector organisations.
- Undertake monitoring and evaluation of a range of station activity.

Additional social gain objectives:

- Develop more links with other community radio stations in the UK and abroad in order to share ideas, best practice and develop joint projects.

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.”

- Staff recruitment will be overseen by the Chair of RadioReverb's board and interviewing will be conducted by a panel of three including a programme-maker representative. Key voluntary positions including directorships, will be advertised amongst programme-makers and recruitment will take place as per paid staff.
- RadioReverb will invite guest 'curators' drawn from the local community to act as programme-controllers for the station for periods of up to 6 months.
- The station will have an 'open call' to the community for programme proposals advertised and regularly promoted on the station, in the local press and on the website. New programmes will be selected by the curator in accordance with RadioReverb's targets, objectives and policies.
- RadioReverb plans to have approximately 150 programme-makers involved by the end of its first year, with involvement from around 20 community groups
- RadioReverb's Founders (up to 100 local individuals, community groups and businesses who have helped RadioReverb onto the airwaves through cash and in-kind support) will be invited to comment on programming annually, feeding into the annual report.
- The station will seek to establish partnerships with other broadcast studios and facilities spread across our broadcast area to provide access to studio and production facilities in accordance with our health and safety, and child protection policies.

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."

- RadioReverb's directors are all drawn from the locale representing a broad cross-section of community interests and bringing specialist knowledge and skills to the board. Two directors each year will be recruited from the community through open applications and interview for a period of up to 12 months
- RadioReverb will invite listeners to participate in the RadioReverb Listener Panel held annually and producing its own publicly available report. We will seek to recruit a cross-section of the community to this panel.
- A complaints procedure will be published and any upheld complaints will be published on the RadioReverb website along with actions taken.

- RadioReverb's annual report prepared by the directors and including financial statements will be publicly available on our website

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

March 2007