

Community radio licence: key commitments

Licence outline

Station name	Cross Rhythms, Plymouth
Community to be served	The Christian community in the City of Plymouth.
Licence area	Plymouth, Devon (up to a 5km radius from the transmission site)
Frequency	96.3 MHz

Character of service

The primary objective of the station is to be a voice for the Christian community, and to serve Christians in the wider Plymouth community. This will be achieved through the provision of programming content which highlights relevant organisations and issues, providing for the information needs of listeners, including news and local information delivered in a professionally presented and entertaining manner which does not compromise the underlying Christian ethos of the station.

The station will not focus solely on issues specific to the Christian community; instead it will also provide inclusive broadcasting content that will appeal to members of the wider community within the area served.

Programming

- Daytime output will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme / promotional trails and sponsor credits). Between 19:00 and 07:00 (evenings and overnights) the proportion of speech may be lower.
- Daytime (peak) music output will typically be comprised of Christian music from a variety of genres, some of which will be play-listed to provide a coherent station sound. Outside of peak hours, and particularly at evenings and weekends, station output may also include a variety of more focused specialist music output.
- Speech output will include news, interviews, audience interaction, topical features, public service announcements, weather and travel information. It may also include other types of spoken word output as considered appropriate.
- Output will be broadcast primarily in English, although the occasional use of other languages is permitted.
- The service will operate 24 hours a day, typically broadcasting live from 07.00 to 22:00 on weekdays. Live output at weekends will be dependant upon the availability of volunteers, but is initially planned to operate for approximately six hours per day. However, it is hoped that eventually capacity will be sufficient to provide live output between 07:00 and 20:00 on Saturdays and Sundays. All daytime output will typically be produced locally. A sustaining service will typically

be provided by the Cross-Rhythms network, although the use of local automated output to provide such a service is also permitted.

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"

- According to the National Census of 2001, nearly three quarters of the people living in the proposed broadcast area describe themselves as Christian; however, existing broadcasters in the area provide only limited amounts of output having a specific Christian perspective. This lack of specifically relevant broadcast material highlights the need for a service which provides information and entertainment for the Christian community in the Plymouth area as well as including feature material which is of relevance to specific sub-groups within this community. This is particularly true for the younger members of the target community who perhaps find it harder to engage with traditional Church structures.

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

- Cross Rhythms Plymouth intends to provide a range of opportunities and mechanisms to enable discussion and expression of opinion to take place. A primary way of achieving these objectives will be through inviting guests with a range of opinions on issues to share their views. This will be achieved through interviews, phone-ins and, where appropriate, through the use of live studio discussions with representatives from relevant groups being invited to take part.
- The station will encourage participation by the target community at all levels. At its most basic, this will include the ability for listeners to send SMS text messages, e-mails and to telephone the radio station to express their views and comments. For those wishing to have a greater involvement in the programming of the station, there will also be opportunities to take part in programmes as a guest or, after appropriate training as a presenter or producer.
- The station's core team will maintain regular contact with local church leaders which will provide a further avenue through which the opinions of members of the community may be channelled through to the station, ultimately helping shape and contribute to the overall content, sound and style of the station's broadcast output and other activities.

“(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”

- Cross Rhythms Plymouth will engage with a wide range of local educational establishments at a variety of levels. It will provide access to the radio station for students, and, in particular, will work closely with those involved in placement provision and work experience.
- A number of significant community initiatives are currently under-way in Plymouth, including a major regeneration programme for Devonport (one of the city's more deprived areas). A city-wide Plymouth Growth Strategy, funded by central Government is also operating locally. These initiatives are designed to promote entrepreneurship and business start ups and, in conjunction with them, the radio station will seek to engage wherever possible to provide a variety of training and education opportunities for members of the local community. Such involvement may take a variety of forms, including workshops sessions on such topics as on how to market businesses through the broadcast and other media together with direct work experience opportunities for individuals.
- Plymouth has a strong maritime tradition and the station intends to reflect this through aspects of its programming, for example by engaging with the younger generation who will be able to participate in broadcasts on a variety of subjects such as surfing, sailing, diving and so on.

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

- Currently the Plymouth area does not have a totally representative body networking and building dialogue among the local Christian community. Station management believe that a radio service of the type Cross Rhythms Plymouth intends to provide will act as a focal point and catalyst for closer cooperation and mutual development.
- Traditionally there are many denominations and streams across the Christian community, and by giving access to those streams and denominations, the station will help promote greater awareness and understanding of the diversity of Christian beliefs. Such an approach will help build inclusiveness and highlight individual similarities rather than accentuate differences.
- Focus groups will be established, drawn from the Christian community, to assess the effectiveness of the programming and to provide feedback and input to aid future developments.

- The station will promote a better understanding of the Christian community to the wider local geographical community in a number of ways. These will include:
 - Profiling the work of local Christian groups and individuals to demonstrate the value of their work in the community.
 - Promoting events which are designed to bring together the wider Christian community through interviews with the organisers.
 - Broadcasting extended interviews with individuals allowing them to share their 'journey of faith' and explain how their faith has been expressed.

Additional social gain objectives:

- The station will work with other Christian groups in the locality; promoting awareness of their various activities.
- The station will also work to promote the activities of local businesses providing opportunities for business people to talk about their activities on-air, with a particular focus on new start-ups and those operating in deprived areas.
- The station will also provide coverage of health, welfare and disability issues as well as matters of particular interest to asylum seekers in the area.
- Coverage of local arts activities will also be provided, with a particular emphasis on local grass-roots activities.
- The station will provide opportunities for local law enforcement personnel to make use of the station to promote a crime reduction message.

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."

- Individuals and organisations interested in providing programme material appropriate for broadcast on Cross Rhythms Plymouth will be provided with opportunities to do so.
- Cross Rhythms Plymouth will seek to train at least ten volunteers each year, through the provision of specific training and through the 'shadowing' of core staff members.
- Once the station has become fully operational, management will seek to enhance links with local educational establishments, to provide work-placement and 'taster session' opportunities for students and school children.

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."

- Cross Rhythms Plymouth will operate a 'Board of Reference' which will be comprised of local Christian leaders (estimated between 6 and 8 in total). This body will provide advice to station management concerning the nature of station output, the structure of other station activities and recommend directions for future development.
- Members of the community will have the opportunity to participate in the operation of the station through the speech based programming that is offered, in particular via phone-ins interviews and studio discussions.
- The station will promote feedback through the use of on-air advertising and will also seek further regular feedback from other church leaders in the area as well as from station volunteers.
- Cases of criticism or complaint about the activities of Cross Rhythms Plymouth by members of the community will first be considered by the Station Manager. Where such consideration does not lead to a satisfactory outcome, the complaint will be elevated to the Board of Directors who, if considered appropriate also taking into account the opinions of members of the Board of Reference will arrive at a final position.
- The station will undertake to deal with complaints within two weeks of receipt. In more complex cases this period may be as long as four weeks.
- Where a complaint is upheld, details will be published on the station web-site and an apology may also be broadcast.

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