

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

### **Licence outline: CR083**

<b>Station name</b>	<b>Sheffield Live!</b>
<b>Community to be served</b>	<b>The people of Sheffield particularly the wards of Central, Nether Edge, Broomhill, Crookes, Walkley, Burngreave, Manor, Arbourthorne, Gleadless and Darnall</b>
<b>Licence area</b>	<b>Sheffield</b>
<b>Frequency</b>	<b>93.2 MHz</b>

### **Character of service**

The philosophy and approach of Sheffield Live! is to promote respect for different cultures, to challenge discrimination and stereotypes, to promote equality of opportunity and to remove barriers to communication and understanding. The station will target and seek to involve people facing disadvantage and social exclusion; the diverse target community will be reflected in the programme schedule, the music policy of the service and the inclusion of community languages.

### **Programming**

Sheffield Live! programming will reflect the interests and tastes of the many people of inner city Sheffield through community information and participatory programming covering local issues and concerns, coverage of local arts and culture including new writing, poetry and drama, local bands and musicians and an eclectic music mix.

- Output will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will comprise a very diverse mix, such as reggae, ragga, jungle, Asian pop and traditional, Latin, African, dance, RnB, indie pop and chart.
- Speech output will include: magazine programmes with news, information, interviews and discussion about community issues and affairs; programmes in community languages to report on local issues and news from other parts of the world; programme slots on social issues such as disability rights and health; social action broadcast campaigns; and arts programmes featuring new writing, poetry and drama.
- Output will mainly be broadcast in English, with some programming in other community languages, such as Hindi/Urdu, French, Spanish and Portuguese, depending on community demand and the availability of volunteers.
- The service will typically be live for 18 hours per day by the end of year one. (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 service will cater for all of urban Sheffield and include a particular focus on black and ethnic minorities and disadvantaged groups in central Sheffield.
- Sheffield Live! will be distinctively different with a participatory programme format featuring the voices and languages of the target communities and carrying diverse music from outside the mainstream but oriented to the particular tastes and interests of the target audience.

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

- The station will encourage discussion and expression of opinion through programmes featuring studio discussions, interviews and listener phone-ins on issues of local topical concern. Listeners will also be encouraged to write, email, text or phone-in with comments, questions and opinions to facilitate live interactive discussion.
- Sheffield Live! will also encourage discussion and expression of opinion through its non-broadcast activities, such as community outreach programmes to encourage and facilitate involvement in Sheffield Live! and to support community initiatives

*"(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service"*

- The station will run regular taster courses and induction events, and training sessions will be offered on a rolling basis in various aspects of radio production. In addition, drop-in sessions will be supported by experienced media trainers.
- The station will hold regular accredited training courses and will commence with an annual target of 100 people achieving credits towards qualifications. Training will be open to everyone but the involvement of unemployed people and people from under-represented groups will be particularly encouraged.
- Work experience placements will be offered to trainees and others and the station will support the regular participation of around 200 volunteers.

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

- Sheffield Live! will recruit and train its volunteer producers and presenters from within the target communities. We will also support the development of trainers from within the volunteer base.
- Sheffield Live! will continue an outreach programme to people and communities at neighbourhood level including taster sessions and placing of trainers within local community organisations.

Additional social gain objectives:

- Sheffield Live! will provide information about local services and amenities, including local authority services. This will include providing information in community languages and providing opportunities for listeners to interact with representatives of local service providers.
- Sheffield Live! will contribute to local development by giving people a voice, by facilitating local consultation and by carrying information and advice on community development and social enterprise. The station will encourage people to take an interest in local affairs, local democracy and local decision making and to hold local decision makers to account including through live interactive programming with studio guests.
- Sheffield Live! will promote training, work experience and employment not only through the station’s own training activities and work placement schemes but by carrying information on jobs, careers, training and work experience opportunities with other agencies.
- Alongside the direct support for opportunities at the station, volunteering will be promoted generally by providing a platform for local community and voluntary organisations to talk about their work and highlight their own volunteering needs and openings.

### **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.”*

- Sheffield Live! will be programmed mainly by volunteer producers and presenters and will encourage members of the community to participate as production volunteers.
- The station will develop its membership scheme and organise twice yearly open meetings for members and the general public to have a say on the development of Sheffield Live! and to provide feedback on the service.

- Sheffield Live! will encourage participation through its work with people in the area and by:
  - Organising a programme of outreach to the target communities
  - Maintaining links with cultural organisations and neighbourhood groups
  - Maintaining links with schools, youth workers and other public service providers
  - Supporting and assisting other community media groups in South Yorkshire.
  - Open days when members of the public are invited to drop in
  - Outreach presentations and taster sessions for community organisations
  - A presence at community festivals and other public events

### **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."*

- Sheffield Live! will use the following mechanisms for local accountability:
  - A membership scheme open to anyone who lives or works in Sheffield
  - Monthly meetings of volunteer presenters, producers and duty managers to discuss programme scheduling and related matters. These meetings will provide an advisory mechanism to support the management of the service and encourage feedback and volunteer participation.
  - Twice yearly open meetings for members and the general public
  - An Annual General Meeting to elect the Board of Directors of the parent company Commedia Sheffield.
  - Publication of an Annual Report of activities and community benefit
  - Encouragement of on-air feedback and listener participation
  - Encouragement of feedback through letters, emails and the website
  - A Complaints Panel appointed by the Board of Directors to handle programme related and other complaints about the service

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

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