

**Community radio licence: key commitments****Licence outline: CR084**

<b>Station name</b>	<b>Burngreave Community Radio (BCR)</b>
<b>Community to be served</b>	<b>The people who live, work or undergo training and education in the Burngreave ward of Sheffield</b>
<b>Licence area</b>	<b>Burngreave (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>103.1 MHz</b>

**Character of service**

Burngreave Community Radio will contribute to the building of a sense of community, self esteem and pride in the area and work towards improving communication within the community. The station will be run for and by the residents and will provide opportunities for broadcasts in many of the languages spoken in the area, for communicating the opportunities available in the area and for training and volunteering. As different sectors of the community have different needs, the station plans to deliver programming and activities that recognises these diverse interests.

**Programming**

- Output will vary across the day and will typically comprise 70% music and 30% speech in the morning, with the percentage of music increasing over the day and evening. ('Speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will comprise a wide variety of genres and from a range of cultures, including specialist music of interest to young people and music of appeal to an older generation. Music will include: dance music, R&B, hip hop, garage, chart music, Asian pop and traditional, reggae, adult rock, easy listening, jazz, some Kurdish, Polish, Somali, Arabic music and locally produced music.
- Speech output will include discussion programmes, interviews, community information and news, pre-recorded features, and some output with a particular focus on the culture and creativity of local people, such as the arts, drama, stories, poetry.
- Output will be broadcast mainly in English, with other community languages featured such as Arabic, Somali, Polish, Kurdish, Punjabi and Urdu depending on community demand and the availability of volunteers. This range may broaden to include different communities as the station develops.
- The service will typically be live for at least 12 hours per day from 7am. (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 community includes people from many different ethnic backgrounds, speaking a variety of languages. BCR will provide programmes in different languages offering music, phone-ins, discussions and community news.
- The station will also focus on young people in the area by providing music and other programming for them.

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

- BCR will enable community members to have a voice by making their own programmes and by contributing to other programming.
- The station will host regular phone-ins and talk shows on current issues that are relevant to the community. The station will invite guests to participate in these and other types of programmes, such as debates and panel programmes. There will also be regular opportunities for listeners to input into the programmes by text, phone and email.

*"(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"*

- BCR will offer training in radio production, ICT and basic skills, including:
  - Regular introductory sessions for newcomers to the station. This will include an introduction to the technology for radio production, the ethos of community radio and BCR, the role of volunteers in the station, health and safety and equal opportunity issues.
  - A structured long training course in community radio which covers all areas of running the station and media production, available to 10 people a year.
  - Occasional short courses in specialist skills (such as streaming media, advanced studio techniques), available to 50 people over a year.
- BCR will offer work experience for 4 individuals each year, who will have the opportunity to work in all areas of the radio's operations.

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

- BCR will develop links with other community-based groups in Burngreave and Sheffield, inviting them to participate in the station activities and in producing programming.
- The station will give out information on various opportunities and services for residents provided by statutory and voluntary agencies in Burngreave and Sheffield (e.g. regarding education, training, employment, health, housing).
- BCR representatives will attend meetings run by other community groups, for example the Burngreave Community Action Forum (BCAF) and the Area Panel (Local Councillors).
- BCR will have a presence at festivals and events, inviting local people to comment on the performance of BCR and promoting the event to a wider audience.

Additional social gain objectives:

- BCR will promote economic development by: supporting businesses in the area to advertise to the local community; providing training in transferable skills that are desirable to employers such as ICT, literacy and numeracy; and by helping to improve the reputation of Burngreave as an area.

### **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.”*

- BCR will have an active outreach programme to develop links with members of the community who are under-represented in mainstream media. There will be projects with different groups such as older people, women, school children and young people excluded from full time education.
- All members of the Burngreave community will be able to participate in the operation of the station by producing programmes. In order to ensure the quality of the programming and to have a fair mechanism for allocating programme times, they will need to agree to follow the BCR Code of Conduct, sign the BCR Rules & Conditions Contract and have participated in BCR training opportunities.
- Volunteering opportunities for 75 people will be available per year in various areas of the station’s operations such as presenting, research, technical support, training, administration, sales and marketing, promotion, management and fundraising.

**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 station has been established by members of the community of Burngreave with the aim of being accountable and accessible to the community of Burngreave. There will be channels at all levels of the stations' operation that will ensure accountability:
  - There will be four open meetings a year for anyone to attend.
  - There will be an annual audience research project. Feedback forms will be made available to everyone who participates in the station's activities and there will be regular monitoring and evaluation of the service activity.
  - As part of the annual review, there will be an evaluation of the accountability of the radio station.
  - Listeners' feedback and comments will be invited through regular promotion of the station's contact details.
  - An internet chat room on the station's website will encourage further discussion and feedback.
  - Station Open Days will be held.
  - A procedure will be in place to deal with complaints.
- To enable participation in the management of the service, all members of the community will be eligible to stand for election to the BCR Board at the Annual General Meeting. They are also able to participate in sub committees such as monthly BCR Action Steering Group that involves at least 15 local individuals, groups and organisations from Burngreave and has responsibility in the running of the station's activities, and future development of the service
- There will be an appeal process available for anyone who feels that they have been denied the opportunity unfairly to participate in the station. This will be written down and given to volunteers as part of their induction. All necessary actions will be taken to ensure that individuals are provided with an opportunity to participate in the station (including a reserve list of volunteers should demand be high).

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

July 2008