

Community radio licence: key commitments

Licence outline: CR085

Station name	Branch FM
Community to be served	The local 25 – 45 year old population of Dewsbury with a focus predominantly on the Christian community.
Licence area	Dewsbury (up to 5km from transmitter site)
Frequency	101.8 MHz

Character of service

Branch FM will seek to address the needs of the local Christian community, especially focusing on the 25 to 45 year age group. The station will also aim to reach groups outside this age range who might connect with Branch FM due to its faith content. Branch FM will promote unity and understanding in the community amongst the various Christian groups, and encourage members of the community who perhaps feel excluded by presenting faith matters in a relevant and practical way, providing a voice for the Christian community to a wider population.

Programming

- Output will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will be comprised predominantly of Christian Contemporary Music. Some specialist programming will be broadcast, including country, classical, gospel and praise and worship.
- Speech output will include local news, weather, travel, Ministry teaching, drama, interviews, lifestyle features and studio discussion.
- The station output will be broadcast in English.
- The service will typically be live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable.)
- The majority of the output will be locally produced. Some third party programming, including Biblical teaching materials, will be used.

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”

- Branch FM will cater to the needs of the Christian community in Dewsbury, specifically 25 – 45 year olds, by providing specialist programming, Biblical teaching and by broadcasting local news, information and sports coverage.

“(b) the facilitation of discussion and the expression of opinion”

- The station will conduct interviews with key local community figures and will provide a platform for community members to publicise projects and events and to share personal experiences.
- Branch FM will promote use of the internet, email, phones and a mailbox system to encourage community members to express their views and 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”

- The station will actively encourage community members to participate in training in media production and presentation. Training opportunities will be promoted in local churches and youth groups and the station will aim to provide a minimum of 12 opportunities in its first year.
- Branch FM will aim to provide 6 work experience placements to Christians in the first year.
- The station Management Team will actively encourage community participation and regularly seek opportunities to develop this further.

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

- Branch FM will highlight the work carried out by key local agencies. It will maximise use of the local press and media to develop awareness of issues of concern to the target community.
- The station will respond to feedback received at meetings and events, or in surveys and will consult with people involved in delivering services across the community.
- Branch FM will promote events throughout the local area.

Additional social gain objectives:

- Branch FM will raise awareness and knowledge of the local authority and other social services in the community by interviewing key figures within the various agencies and promoting their initiatives.
- Branch FM will promote local economic development and social enterprise.
- Branch FM will provide employment information in liaison with local employment agencies and offer employment opportunities and work experience placements at the station.
- Branch FM will broadcast programming focussing on social inclusion by covering issues such as education, crime, drug abuse, anti-social behaviour, disabilities, equal opportunities, health and regeneration.
- Branch FM will recognise that Dewsbury is a multi-cultural and diverse area and will aim to raise awareness of local ethnic cultures and beliefs.
- Branch FM will promote civic participation and volunteering.

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."

- The Management Team will take into consideration the views and opinions of members of the target community in the development of the station and its programming.
- Guided 'awareness' tours of the Branch FM facility will be conducted as required. All sections of the community will be welcomed to visit the studio and speak with the presenters and staff of the radio station.
- Initially there will be some 15 or so volunteers involved with the station and representatives of this body will sit on the Management Team. Further volunteers will be sought from local Christian groups and organisations

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."

- Branch FM will ensure accountability to its target audience by conducting questionnaires at regular intervals and by meeting with listeners face-to-face at meetings and local Christian events. Listeners will be encouraged to

contact the station via phone, email, in writing or at the local Christian bookshop.

- Branch FM partners will be used as both listener and advisory consultative bodies. The station trustees will hold an AGM and facilitate an annual open meeting for partners and volunteers to review the previous 12 months operation and proposed future developments.
- Branch FM will have a published complaints procedure.

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

November 2007