

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

### **Licence outline: CR090**

<b>Station name</b>	<b>Radio Verulam</b>
<b>Community to be served</b>	<b>All residents of St Albans and the surrounding area</b>
<b>Licence area</b>	<b>St Albans (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>92.6 MHz</b>

### **Character of service**

Radio Verulam aims to enable local people to become radio broadcasters, and to help local community, charitable, social and voluntary organisations to promote themselves and attract new volunteers through the medium of community radio.

### **Programming**

Output will be designed to appeal to listeners of all ages and backgrounds living in the St Albans area.

- Daytime output will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). Night-time output will typically comprise 90% music and 10% speech.
- Music output during daytime will comprise tracks from 1960s through to the present day, selected 'soft' current hits and local music from the thriving local pub/club music scene (which is mainly folk, folk roots and alternative). Overnight (2200 to 0700 hours) music will also include mellow love songs laid back New Age music. At other times, mainly weekends, specialist programmes will feature music such as folk, jazz, big band, gospel, Irish, Asian, R&B, country and also Christian music.
- Speech output will comprise regular phone-ins, discussions, interviews, informative features (covering, for example, health, money, food, travel), local sports, events diary, national news, local and community news and information.
- Output will be broadcast in English, with some features in Asian languages such as Bengali, Urdu, Hindi or Punjabi and European languages such as Italian and Polish.
- The service will typically be live for at least 10 hours per day on weekdays (and less at weekends). (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 station's output about the activities of local community, charity, community and voluntary groups is designed to encourage listeners to become actively involved in such groups to the benefit of the local community. Some of the particular targeted groups include the elderly, disabled people, children and young people. The main aim however is to help all listeners understand the nature and makeup of the community in which they live and to encourage them to become actively involved in volunteering within that community.

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

- The station will pursue partnerships with a range of local organisations and encourage debate on various issues, such as the health services, education, housing and homelessness, the lack of facilities for young people and resultant bad behaviour and consequences such as drug-taking, transport problems, the closure of popular facilities such as swimming pools and so on. The station will hold on-air debates inviting local politicians and others, as well as phone-ins.

*"(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 offer training opportunities to local community members in presenting, interviewing and in other support activities. The station aims to offer 60 training places in its first year of broadcasting.
- The station will develop more formal training for local volunteers by applying for specific training grants and working in partnership with other organisations which specialise in community radio training.

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

The station will:

- Maintain its good relations with more than 600 local organisations (charity, volunteering bodies etc) and endeavour to expand their services by working with over 100 local businesses by the end of the first year of broadcasting

- Set up a Listeners' Panel of around twenty people representing a cross-section of the local community, which will meet at least four times a year for discussions and feedback.
- Establish a Supporters Club in association with the Councils for Voluntary Service (CVS) in both St Albans and Dacorum, while holding regular discussions and inviting feedback from individual organisations and the CVS.
- Have daily interaction with its listeners, through personal contacts, letters, phone calls, emails and texts.

### **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."*

- Membership of VCRL will be open to anyone living, working or undertaking education in the area who confirms their acceptance of the principles of community radio (as detailed in the Community Media Association's Code of Practice) and pays an annual subscription (currently £30). All such members have the opportunity to participate as volunteers in the operation of the station (including as a presenter or contributor) and to stand for the Board of Directors at an AGM and therefore, if elected, a management position.
- The station will have at least 40 volunteer members at any one time, mainly involved in presentation of programmes and features and others in support activities, such as PR, fund-raising, IT, maintaining radio links etc. The station will aim to increase core members to over 100 in its first year.

### **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."*

- Set up a Listeners' Panel representing a cross-section of the local community.
- Set up a Supporters Club in association with the Councils for Voluntary Service (CVS).
- The station will take actions where necessary to deal with any issues that arise from feedback received through the Panel, the Supporters Club, and through the listeners' involvement in various local community organisations and activities.

- More formally, the station will produce an annual report to OFCOM which will include an annual “social audit” which will try to measure the impacts on the local social community. This report will also be made available to members, supporters and other local partner organisations at the time of the company's Annual General Meeting each Autumn.

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

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