

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

### **Licence outline: CR093**

<b>Station name</b>	<b>Castledown Radio</b>
<b>Community to be served</b>	People who live and work in the Tidworth community area.
<b>Licence area</b>	Tidworth /Ludgershall (up to 5km radius from the transmission site).
<b>Frequency</b>	<b>104.7 MHz</b>

### **Character of service**

Castledown Radio will be locally-based, locally-focused and run by local people. It will target all members of the community, with a particular focus on the older population, women that are dependants of soldiers and those women with children that live in the more rurally isolated villages with few facilities. It will deliver information to the residents about their local area and will ensure that they have a say in its operation. It will use community feedback to guide future programming. The station will proactively promote community activities and events and seek to reduce tensions between the various communities in the area. It will aim to develop skills, training and employment opportunities and encourage participation in the station.

### **Programming**

- The aim is that by the end of year one output will typically comprise 60% music and 40% speech (*'speech' excludes advertising, programme / promotional trails and sponsor credits*).
- Core music output will be Top 20 chart tracks from the 1950s to the present day. Other music output will usually include regular specialist music shows featuring, for example, classical, jazz, hip hop, rock and roll, Tamla & soul, world or country & western. Local musicians / bands will be given the opportunity to record and play their music 'on-air' - a total of six musicians / bands in year one.
- Speech output will include features, local and national news bulletins, information spots, interviews, discussions and live phone-ins.
- The service will aim to broadcast live output for 6 hours per weekday after six months (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 will aim to produce at least one show a day with music content specifically targeting the older population (alternative near-local stations are aimed at the under 40s) as well as other programming that may suit them.
- Two other target groups are women that are dependants of soldiers and those women with children that live in the more rurally isolated villages with few facilities. The station will engage with these groups and develop programming around their needs and interests, leading to at least one show per day (in total) for them and with their involvement.

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

- The radio station will facilitate discussion and the expression of opinion by giving the community access to the radio in various ways: local issue based phone-ins, live discussion programmes, recording relevant local meetings and facilitating studio discussions with all concerned parties.
- A professional broadcaster will control this type of output in the first instance. Members of the volunteer broadcast team will be trained to a sufficient level of understanding and professionalism to allow them to control live phone-ins and debate.

*"(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 aim to provide, annually, the following training opportunities :
  - 10 regular volunteers broadcasting
  - 12 regular volunteers assisting with non-broadcast activity
  - 6 x 10 hour training courses (minimum of 5 people on each)
  - 6 'A Day in Radio' 6 hour taster sessions with 60 people attending in total in the year
  - 3 work placements at the radio station
- The station will broadcast occasional programmes and features of an educational nature, e.g. archaeology, history, wildlife etc. It will work with local

schools and other educational establishments to develop programmes that will assist in this aim.

- Information concerning educational and training courses available at the various establishments in and around the area will be broadcast as information spots.

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

- Staff and volunteers will actively engage with schools, groups, clubs and organisations, as well as individuals in the community.
- The radio station will broadcast details of forthcoming parish, church, local club and group meetings as well as any other community events. This will be collated and broadcast as part of the ‘Daily Diary’ feature.
- Such initiatives will include (on an annual basis):
  - 6 projects in schools
  - 8 projects involving community groups
  - 20 attendances at community events

Additional social gain objectives:

- Information about the delivery of services provided by local authorities and other agencies and about local amenities.
- The promotion of economic development and of social enterprises. There will be regular updates and features on the activities of bodies such as the Chamber of Commerce, TCAP, Business Link and other organisations connected to economic activity. Voluntary and community organisations will be involved and business advisers experienced in social enterprise will be used to give out information about this type of organisation.
- The promotion of employment opportunities. There will be a regular 'Jobspot' and appropriate expert advice.
- The promotion of work experience placement opportunities available at local businesses and organisations.
- The promotion of social inclusion. Information/ feature items will be used to promote the work of organisations involved with tackling social exclusion such as community safety groups, housing associations, and drugs and alcohol working groups.
- The promotion of cultural and linguistic diversity. The station will promote any functions held by members of the community from diverse cultural and / or linguistic backgrounds and also develop features on their culture.

- The promotion of civic participation and volunteering. The radio station will promote civic participation through information spots and features. Other activities in the area concerning the various Councils will be promoted and, where applicable, features will be used in an effort to get people more engaged in Council activity.

### **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."*

- Members of the community will be able to become members of Castledown Radio Sub-committee of the Board, which will produce an annual report for the Board and Ofcom that covers the Key Commitments and other related matters. The report will be published on the website and sent to members of Tidworth Development Trust with AGM papers each year.
- Members of the community will be able to become members of the independent advisory group, a group not associated with Tidworth Development Trust and therefore able to give independent advice and guidance. This group will not make decisions, that being the responsibility of the Sub-committee of the Board.
- Volunteer work – e.g. information gathering, interviewing, news reading, broadcasting, producing, scheduling, software technician, hardware technician, administration, website administration – will be open to members of the community.
- Tidworth Development Trust has a junior membership that elects a member to the Board, this will be promoted with a view to gaining a wider membership and involvement of young people in projects

### **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 radio station will hold weekly editorial meetings to ensure that all local issues are addressed 'on-air'.
- Community views will be sought and taken into account through:
  - The assessment of reaction from debates, discussions and log.
  - Gathering information from website feedback.
  - A monthly strategy meeting to review objectives against targets

- A formal quarterly review with Castledown Radio Sub-committee to assess if changes / improvements are required.
  - Ad-hoc 'dipstick' questionnaire surveys whilst attending events and other meetings.
  - Obtaining views of the independent advisory group, at least once prior to formal quarterly review.
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- The members of staff and volunteers will be actively engaged within the community at large and will gain first-hand feedback on a person to person basis on how the service is progressing and is perceived. This feedback will be input into the meetings outlined above.

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

September 2006