

Community radio licence: key commitments

Licence outline: CR099

Station name	Pendle Community Radio
Community to be served	The Asian (primarily Pakistan) also smaller ethnic communities (ie Bengalis), of Nelson and the surrounding area
Licence area	Nelson and surrounding areas of Pendle borough
Frequency	103.1 Mhz

Character of service

Pendle Community Radio aims to use broadcasting as a platform for community progression: to encourage the Pakistani and other ethnic communities to engage in all walks of life. This radio broadcast facility will be a source of community empowerment that will allow for the Pakistani community of the Pendle Borough to move towards social integration, economic regeneration and political well-being.

Programming

- Output will typically comprise approximately 50% music and 50% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will include English, Punjabi Folk, traditional Ghazals, Bhangra, Bollywood film music, Quas and contemporary Rhythm & Base fusion.
- Speech output will include national and international news, local and community news and information, information and educational features, interactive broadcasting (discussion programmes, youth programmes, women's programmes, children's programmes, religious, social, sporting events, fund raising etc.) and competitions and phone-ins.
- Output will be broadcast in Urdu, Punjabi, Bengali, Gurjurati, Mirpuri, Arabic and English.
- The service will typically be live for at least 8 hours per day, but will be dependent on special events during the year (this may rise to 12 hrs or more during the special months of Ramadam, Milaad, Hajj, Christmas etc)

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 target audience is the Pakistani, the sub Asian community and not ruling out the English Community. The Asian community is the largest ethnic minority community in Pendle Borough, and presents all the characteristics of social deprivation and exclusion in a variety of arenas such as education, employment, regeneration, health and culture.
- Current radio provision, Asian Sound Radio, is for the Asian community in general and across a much wider catchment area (including Manchester).
- Research will help inform the station in addressing its audience's needs. Quantative research highlights gaps in health, income, crime and education in where the targeted ethnic group is underserved. The station will aim to address some of these needs. These gaps will be addressed by having the health, police, education and housing sector explain their roles and raise awareness of specific issues of local concern to members of its target communities.

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

- The station will offer opportunities to engage in live on-air issue-based discussions.
- Partnership working is planned with relevant organisations (education, health, police, statutory and non-statutory organisations) to present their own shows. Pendle community radio will provide all the necessary training required. For example, local college students hosting a discussion forum, for that particular audience, at regular slots on pertinent topics such as student loans and top up fees.
- Partnership working with local community groups – the station is currently in talks with other art and drama groups to produce their own material and share them on the community radio.

“(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”

- An induction programme will be set up for training volunteers. The station aims to establish a volunteer base of over 120 local members of the Pakistani community per annum, working in a range of station operational positions (hosting, equipment, and administration). Uptake will be contingent on expertise and local interest. Any individual or group that wishes to participate will be given appropriate training
- One to one supervision for volunteers with the Manager of project team.
- A peer support programme to provide mentoring mechanisms. An experienced group of volunteers will be set up who will assist and encourage other volunteers to participate.

- Meetings and training sessions facilitated by the project team.
- Access to relevant training programmes already on offer from partnership organisations such as the Pendle Borough Council's Lifelong Learning Division.
- Provision of flexible training times (day and evening)
- Provision of work support assistance (such as childcare, translators and accessible venues) where relevant and appropriate
- Creation of community champions (approximately 10) to develop a multi-agency approach to integrate training/education into channels such as the workplace, voluntary and community groups.

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

- The station will foster partnerships with various organisations – voluntary sector, local government, charities, health services, local community businesses and enterprise and community representatives. These organisations can then disseminate information to the whole community (including hard to reach communities).
- Pre-existing resources will be built on. For example, undertaking outreach work which has been developed through various projects established by the host organisation. In addition, continuation of access to the local Pakistani community through mosques, women's self-help groups and libraries etc.
- Community champions (Approximately 10+ from a broad section of society) will be chosen to represent and act as a link between the station and the community. They will foster strong links with the community and feed information and ideas back to the broadcasting facility.

Additional social gain objectives:

- Providing a mechanism of advertising (Asian &) Pakistani businesses; and to promote (Asian &) Pakistani enterprise.
- Providing a unique source and platform of entertainment that celebrate identity and promote cohesion, and serve the community in terms of art and culture.
- Signposting and bulletining local opportunities (jobs, events and other relevant matters etc)

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.”

- 10+ Community members will be integrated into the station management structure, as well as being involved in producing output.
- Creation of community champions (as above).
- An induction programme will be set up for training volunteers (as in (c) above).
- As set out elsewhere, links with various organisations will also be established and output will include information, discussion and interviews with such organisations as relevant and appropriate.

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."

- 10+ Community members will be integrated into the station management structure, as well as being involved in producing output (as above)
- Both an advisory committee and a large base of volunteers will act as intermediaries between the community and the station to ensure that programme content reflects needs. The advisory committee (ordinary members of the community can join) will meet with management four times a year, and is made up of representatives of the community who can influence decision making by feeding information to the management committee. The PCR board will nominate the interested individuals onto the committee, based on their knowledge, experience and skills.
- Investment in community champions (as above).
- Creation of robust evaluation and monitoring mechanisms that measure community response to broadcast material (e.g. through quantitative data in questionnaire format).
- An annual self assessment report (to be published) will be presented at an annual general meeting.
- Internal assessment (SWOT analysis and SMART quality assurance framework)

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