

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

### **Licence outline: CR103**

<b>Station name</b>	<b>CheshireFM</b>
<b>Community to be served</b>	<b>People in the Mid-Cheshire area.</b>
<b>Licence area</b>	<b>Mid-Cheshire, centred on Moulton (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>92.5 MHz</b>

### **Character of service**

CheshireFM aims to provide the community with a professional community radio service involving all sections of the community. A high proportion of all broadcasting will consist of local news and current affairs, debate & discussion, which will be presented in a fair, balanced and unbiased way. CheshireFM will be strictly non-sectarian and non-political in its programming.

### **Programming**

- Day time output will typically comprise of 65% music and 35% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Cheshire FM intends to broadcast a wide variety of music to embrace the diversity of the community. Daytime programming from 07.00 to 19.00 will be comprised of three main categories of music: Adult Contemporary, Hit tracks of the past 40 years, and Soft Adult Contemporary. The following genres may also be included: Jazz, Dance, R&B, Rap, Folk, Rock, Country and Nostalgia and may constitute around 12% of airtime.
- Speech output will include topics such as news, local information and sport as well as citizens' advice information, education, farming and health. Speech programming will principally include phone-ins and interviews in general programming as well as specialist magazine-style programmes. Other programming such as documentaries, community news programme inserts and radio drama will also feature.
- The service will typically broadcast 24 hours a day, 7 days-a-week. Usually around half of the output will be live. (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”*

- Cheshire FM’s programming will be a voice for the young in our community, giving them an opportunity to represent their own views and lifestyles;
- Cheshire FM will also reach out to older listeners through interest groups which represent their lifestyle – reflecting their interests in Jazz, Classical, Swing, Easy Listening as well as the issues which affect them such as rural transport, pensions, health provision, etc.
- Cheshire FM will elevate non-mainstream sports in our community - such as girls’ cricket, netball, girls’ football, etc. Young sports people will be encouraged to participate fully in the station – from interviewing & reporting on events through to presenting the sports bulletins and programmes.
- Cheshire FM will provide access and airtime to special interest groups that do not have significant coverage in other local media. In particular youth music programmes – aspiring artists, bands, musicians, lyricists, etc - and other local performers.
- Cheshire FM will also represent the various faiths in the community through all-inclusive multi-denominational programming including reflective and spiritual music programmes.

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

Cheshire FM will:

- Discuss topical issues in specialist programmes; such as a weekly 30-minute speech-based programme as a focus for current affairs issues of local interest and importance.
- Work with other local media where possible to debate issues on-air that surface in the press;

*“(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”*

- Cheshire FM is committed to the provision of quality training for everyone involved in the operation of the station and will provide formalised and accredited training programmes with local colleges. We aim to provide training to 30 people in the first year of operation.

- Cheshire FM will develop its links with local schools and institutions to promote pathways to wider education and skills training.
- It also intends to establish working partnerships with existing stakeholders to provide internships and facilitate work experience opportunities particularly for young people, 'return to work' mothers and the long-term unemployed. Target numbers will set as part of that process as an agreed/measurable outcome.

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

- Cheshire FM will conduct a review of programming feedback at weekly meetings to understand the needs of the community and solicit continual feedback on its programmes and activities through a range of media.
- The station will conduct bi-annual focus group research with representatives from a broad range of community groups and conduct bi-annual telephone surveys to focus on individuals in the community and their listening preferences.
- The station will hold regular events, seminars and meetings so that the community can meet and discuss issues with the station's management.
- Cheshire FM will use a range of technology to engage with the community both on and off air.

*Additional social gain objectives:*

Cheshire FM intends to deliver social gain in the following ways:

- improve community awareness of local services and local amenities;
- promote economic development and social enterprise;
- promote employment and provide work experience opportunities;
- promote social inclusion;
- promote cultural and linguistic diversity;
- 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.”*

- Cheshire FM will actively seek volunteers through activity such as press releases, on air invitations, public meetings and presentations to community organisations and at community events.
- Cheshire FM will have a core of volunteers who will be required to assist with the running of the station. Volunteers will be asked to sign the Volunteer

Charter, an agreement setting out expectations and obligations of both parties. Volunteers will then acquire voting rights and other entitlements as members of the registered company (if they wish to become members). Members of the registered company are entitled to stand for election. The members elect the Board of Directors of the company. We aim to recruit up to 120 volunteers in our first year of operation.

- Everyone involved in the station will have input into the station's decisions and will become a member of the registered company. All members will be encouraged to participate in meetings and committees.

### **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."*

- Cheshire FM will hold regular - usually monthly- meetings for members of the station, where members can discuss and debate the station's performance at monthly members meetings. Members suggestions that are adopted are implemented by the management team;
- Cheshire FM will report annually on our achievements against our stated performance targets. This will be available to the community on the Cheshire FM website.
- Cheshire FM's Community Partnerships Director has a remit to work with representative organisations to assess the effectiveness of our provision for special interest groups and those underserved by other local services. This will augment the feedback we receive from street surveys and focus groups, which will be conducted on a quarterly basis.

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