

Community radio licence: key commitments

Licence outline: CR104

Station name	Diversity FM
Community to be served	The people of Lancaster and Morecambe
Licence area	Lancaster (up to a 5km radius from the transmission site)
Frequency	103.5 MHz

Character of service

Diversity Radio is an open access broadcast project, providing opportunities for the people of Lancaster and Morecambe to have their say on issues of local importance and interest, and an outlet for non-mainstream musical tastes. The project will act as an innovative way of engaging people in community activities and learning and of engaging people in new information and communication technology. The service will be non-profit-distributing.

Programming

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). The majority of the spoken content will be during the daytime, with music shows targeted at evening audiences.
- Approximately 70% of music output will feature "collectors" music from local people with a keen interest and knowledge of specific genres of music. Genres will include Reggae, Blues, Jazz, Urban Music, Latin, African, Asian, Modern Dance, Rock and Indie music. Such output will usually be in the evenings and we are aiming to cater for a balanced diversity of musical taste. Other output will be split between locally produced music and more mainstream chart music to encourage the participation of young people.
- Speech output will include interviews (both in studio and outreach), discussions, vox-pop, drama, public service announcements, documentaries, social and oral histories, presentations, comedy, quiz and game shows.
- Output will be predominantly English. As an open access station we will facilitate any volunteer who wishes to broadcast in other languages.
- The service will typically be live from 11 am to 3 pm in the first year, increasing as the service develops (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"

- As an open access station, space and training will be given to ordinary members of the community to have a voice on issues of concern.
- Members of ethnic minority and minority language communities will also be allocated space in the schedule, if requested, to disseminate information to the wider community as well as within their own communities.

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

- All presenters will be encouraged to arrange interviews with local people and the representatives of local agencies. Phone-in shows, e-mail links to the studio and studio discussion of local topics of interest will allow a more structured approach to local concerns.
- Volunteers are being encouraged to do outreach work and, with training and support, will undertake vox-pop and interviews with community members.
- An outreach service, where radio staff and volunteers go out to work with groups in the community to assist them develop their own content is also an integral part of our approach.

"(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"

- Diversity Radio aims to have 120 volunteers undertaking basic studio skills training and will seek to develop a range of training opportunities in partnership with local education providers such as St Martins College and Lancaster and Morecambe College, and The Adult College. This will include informal drop-in days, more formalised workshops in various aspects of production techniques and an introduction to Community Radio 10 week 'Skills for Life' course.
- We will also offer work experience placements to Year 10 students from local high schools and seek accreditation from the OCNW for our in house training.
- Progression routes include Open College awards, NVQ and City and Guilds accredited courses, through FE providers. Diversity Radio and St Martin's College

aim to develop and validate appropriate undergraduate programmes when a suitable cohort of students from Diversity FM is available to progress to foundation and undergraduate study level.

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

- The project will have an ongoing evaluation of its outputs and outcomes. This will inform the project of unmet needs and underrepresented sectors of the community. It will also provide evidence of social, educational and economic benefits to the community from the radio project.
- Ongoing community development work will continue to ensure open access to harder to reach groups and individuals. Up to 30 community based organisations will receive support to produce radio content each year.
- Diversity Radio will encourage local service delivery agencies to communicate directly with service users in a 2-way dialogue through radio and encourage voluntary and community sector organisations to publicise their events and services to the wider public.

Additional social gain objectives:

- We will be undertaking further development work with schools and the youth and community service. We will work closely with the local Young People’s Forum to ensure young people’s voices are heard. We intend to develop some of our programming to create a platform for creative arts and have made strong links with creative writing educators from school level through to postgraduate.
- We will continue to promote for the local diversity agenda, for example supporting the annual month long Diversity festival.
- We are keen to support local events promotion and providing a platform for locally produced music, and work closely with local arts organisations and “Virtual Lancaster”, a volunteer run community website, as well as with the established local press. We have links with the local police and health authority and are keen to help them deliver their public information agendas.
- We aim to promote social inclusion and will seek to integrate a wide range of people into the project including those with mental health problems, physical disabilities, homeless people, ex-offenders, recovering addicts and school pupils excluded from mainstream education.

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 station aims to involve up to 120 volunteers per annum. Work is currently underway to ensure the building meets Disability Discrimination Act access criteria.
- A volunteer group will meet regularly and discuss programme content. This group have agreed that, when numbers of volunteer presenters exceed capacity, that a rolling rota will apply, with those not broadcasting developing more technical and studio management skills, or becoming involved in the fundraising/ admin.
- Thursdays are advertised as open days, where anyone can come into the station and discuss ideas, sign up for training and make comment on the programming
- A Volunteer Coordinator works on an outreach basis, approaching community based organisations to proactively seek out new volunteers (especially sectors of the community who are under-represented on the station).

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 volunteer group have agreed to meet at least 4x a year with a formal agenda, perhaps with an executive committee appointed as numbers grow. It is this group that decides programming policy, and it reports to the project Steering Group.
- The Multi Agency Steering Group, made up of interested local organisations and with a volunteer representative, will meet at least 4x per annum. When fully established this group will report to the YMCA Management Committee who have overall responsibility for Diversity FM. The YMCA Management Committee meet 6x per annum and their minutes are available to the public and holds an Annual General Meeting open to the public.
- We will hold at least 2x public meetings per annum and an Annual General Meeting. Weekly updates and discussion will be available on our website, alongside the complaints procedure.
- The YMCA publish an annual report in which Diversity FM has a section. We publish monthly reports of activities to our funders and intend in due course to publish our own annual report.

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