

Community radio licence: key commitments

Licence outline: CR110

Station name	BRfm
Community to be served	Residents of Brynmawr and the surrounding area of Blaenau Gwent
Licence area	Brynmawr (up to a 5km radius from the transmission site)
Frequency	97.3 MHz

Character of service

BRfm aims to advance the social cohesion of the community by providing an engaging and challenging radio experience, and to promote the physical, emotional and mental well-being of the communities within the County Borough of Blaenau Gwent.

Programming

- Daytime output will typically comprise 65% music and 35% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). The proportion of music output will increase outside daytime.
- Music output will comprise popular music from the 60s to the present day with some country music, and specialist music shows in the evenings.
- Speech output will include: national, regional and local news and sport including one daily bulletin in Welsh, community news and information, community issue programming, interviews, phone-ins.
- Output will be broadcast in English with some Welsh.
- The service will typically be live for at least 8 hours per day. (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 focussed on the needs of residents of Brynmawr and surrounding areas of Blaenau Gwent, which, prior to the advent of BRfm were underserved. The station will meet the needs of the community by offering the opportunity to anyone to create, produce and broadcast their own shows, offering the audience the shows they want to hear, and offering the community the skills and training to take part in their own radio station.

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

BRfm output will include:

- Round table debates and discussions with a variety of guests from local organisations and groups. Topics will be varied and may include issues such as local crime, wind farms etc.
- Occasional ‘question time’ shows where members of the local community are able to put questions to local statutory authorities and government bodies.

“(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”

- Training and personal development is at the heart of BRfm. We will involve people with little or no radio experience and help them develop into skilled broadcasters.
- Training takes a number of forms:
 - ‘taster days’ in techniques such as interview skills, cool edit pro and basic computer skills which will be open to all members of the community who are not enrolled on a college course, as a way of encouraging participation. A minimum of four taster days will be offered each year;
 - day to day support, informal and formal training, including formal or informal mentoring schemes. 50 people a year will receive informal or formal training;
 - some formal courses which lead to an in-house accreditation. The station will aim to put four people a year through an accredited training scheme which is offered in partnership with the University of Glamorgan.
- We will run a ten week formal course which includes: show planning, research, scripting; voice and microphone technique; interview technique; using technology; making jingles, ads and trailers; legal obligations.

- Many life skills are also achieved in these training plans: teamwork, time-keeping, discipline, respect and self-motivation, communication and organisation skills, boosted self confidence and self esteem, willingness to take responsibility, improved personal and career ambitions.

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

- Outreach workers will establish and maintain links with local groups and organisations and keep the station abreast of issues and needs. They will also maintain connections with local media resources.
- The steering committee (made up of members of the community) will continually review and guide the station output and will be accountable to the listeners.
- Members of the community including individuals, leaders and organisations will be given the opportunity to have air time, be invited as guests or to produce shows or provide input.
- The station will actively work in the community in educational and work places offering training or work experience which is not necessarily related to the broadcast.

Additional social gain objectives:

- BRfm will work in partnership with other agencies to bring information about the activities of the local health board, local government, police etc.
- BRfm will work to improve social inclusion, embracing heritage and culture, diversity and equality, and promoting the Welsh language.
- BRfm will engage with the community by becoming part of the social framework through activities other than broadcasting (e.g. community activities, pantomime).

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.”

- Open evenings will be a regular event. These will allow members of the community the opportunity to learn more about how the radio station operates and have a look behind the scenes. It will also be an opportunity to highlight the training opportunities and experience what is on offer.

- Opportunities to become involved in the operation and management of the radio station will continually be targeted and explained to students and school pupils via lectures and organised visits to the station. During organised visits, members of the community can see first hand how the station operates and is managed, and if they want to be part of its development.
- Three different levels of training will be offered (see social gain objectives above), including 'taster sessions'.
- Volunteers from throughout the community will be encouraged to join the station and benefit from training; there will be a separate 'youth team'.

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 service will be accountable to the community via the Steering Committee. This Committee is made up of residents, and people who work or access facilities in the area and have an active interest in the community, and will reflect the diversity of the target audience. It will have a minimum of five and maximum of seven members. The group will meet quarterly and select its own spokesperson.
- The committee, or its spokesperson, will meet regularly with the station management and aim to assess whether the station's aims, objectives and milestones are being achieved and whether they reflect the current tastes, trends and needs of the community.
- The community is invited to feedback continually by various means which include: phone, email, letter or in person at the station; website forum and polls; business forums to address any issues regarding advertising, sponsorship or station programming etc; listener panel.
- The Listener Panel is an informal group of people from the wider community who regularly tune in to BRfm. They will provide comments about the content and performance of the station and these will be considered by the Steering Committee, which will take them up with management as appropriate.
- There will be a complaints procedure.
- The Annual General Meeting will be open to the public.

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