

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

### **Licence outline: CR119**

<b>Station name</b>	<b>Community Radio Swindon</b>
<b>Community to be served</b>	<b>The community of Swindon</b>
<b>Licence area</b>	<b>Swindon (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>105.5 MHz</b>

### **Character of service**

Community Radio Swindon will provide a unique, diverse and open access service for the citizens of Swindon and promote the cultural, spiritual, social and economic life of the town.

### **Programming**

The station will provide an accessible service for the citizens of Swindon, and aim to broadcast a range of items that reflect local interest in community information, the arts, education and music.

- Output will typically comprise 60% music and 40% speech. The proportion of music output will increase outside daytime.
- Music output will include:
  - Daytimes: 1950s – today’s music, with oldies and easy listening dominating, and some programmes (such as a weekly keyboard music hour and a schools programme) which will include music by students.
  - Evenings: a wider range of music styles and genres will be featured, and will include some specialist music programmes. For example: club/DJ-ing, R&B, reggae, brass band, folk/roots, soul, blues, rock ‘n roll and songs from the musicals. Local musicians, music and song-writers will also be featured and promoted.
- Speech output will include news, including local and community news, community information, regular discussions and debates, and interviews. The station also intends to produce occasional documentaries and feature programmes.
- Output will mainly be broadcast in English. (The development of relationships with ethnic groups in the community may also result in some programming in other languages over time).
- The service will typically be live for around 12 hours per day, with an increase in hours anticipated over time. 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 provide an accessible service for the citizens of Swindon, including those living in some of the most deprived areas in the UK. Swindon also has communities of predominantly older people, young families, young people, and large areas of new development, where the provision of information, development of communications, opportunities to take part/enjoy training would be a positive advantage.

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

- The station will utilise the radio experience of its Board members to promote discussion on topical issues, promote accessibility, and help individuals and groups understand how to prepare to take advantage of the opportunities for presenting their viewpoint on the issues they are interested in and promoting discussion on those issues that the station will bring.
- On-air debates and discussion programmes will be broadcast (either pre-recorded or live), by all age groups and on wide-ranging subjects. The target is to broadcast:
  - \* twice weekly debate programmes (weekday early evenings)
  - \* occasional programmes produced/presented by local schools/colleges
  - \* twice weekly daytime discussion programmes
  - \* young people will be encouraged to take part in on-air forums on issues of interest to them
- Expression of opinion is key and will be promoted as an essential part of the communication/learning process. Expression can be facilitated in many ways and trained staff will ensure fair and appropriate ways of carrying this out are provided, keeping within the broadcasting code of practice.

*"(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"*

- Community Radio Swindon will provide training opportunities, such as workshops, to local groups, on how to promote themselves on the station.
- Working with Swindon Learning Partnership and/or other appropriate partners, the station intends to promote learning initiatives across the town. Community

Radio Swindon will continually develop links with groups and organisations, encouraging participation, and monitoring/responding to feedback.

- The station will provide radio opportunities for local ethnic groups, promoting their history, culture and views in general output and through specific programmes (depending on the availability of suitable volunteers).
- The station will provide opportunities for work placements through appropriate local organisations (such as Taurus (opportunities for people with some learning difficulties), VAS (Voluntary Action Swindon), local colleges, Age Concern, U3A).
- In the first year, the station aims to provide around 20 training/work placements; 8 'in-depth' and 12 'basic'. Over the licence period the station intends to develop and run projects through placements and training for disadvantaged individuals such as ex-young offenders and young travellers.
- It is anticipated that up to 100 volunteers will be involved during the first year. Suitable training will be offered to all volunteers. Volunteer input may be at the station, out in the community, programme-making/presenting, or assisting with the website, for example.

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

- The station will build on its links with the local voluntary and community sector to listen and talk to the people in Swindon. The station will engage with “learning ambassadors”, connect with neighbourhood forums, liaise with neighbourhood policing and other similar initiatives.
- The station shall provide a platform for local organisations to promote local activities and events for the community to attend or take part in. The station will also occasionally participate in community events to help strengthen links.

Additional social gain objectives:

- Links will be formed with service delivery departments of the local authority to allow for on-going programming and supportive initiatives on and off-air.
- The station will promote local employment opportunities, work placements and work experience, by forging links with a range of organisations.
- *The station will use debate, features and information-sharing programmes to help promote the economic and social development of the community. This will be facilitated by linking with organisations such as the Swindon Strategic Partnership and its community strategy.*

### **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 will encourage free and open expression on a truly local public platform. Presenters of mixed ages and ethnic backgrounds will be sought, to reflect the community to be served. The station will have an open-door policy, to encourage participation in various roles within the station.
- The station will prepare and deliver training, working closely with communities and community groups and education establishments. For example, it will provide training on how to use equipment and programme production.
- The station will initiate opportunities within primary and secondary schools to provide training for children; developing communication skills and confidence and in turn producing programmes for broadcast.

### **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 overall responsibility for the operation and management of the station will rest with the Board, all of whom are volunteers. The station will allow members of the community to participate in its operation and management by using Advisory Groups and Users Forums; these will comprise members of the public from a wide range of walks of life and social backgrounds to represent their areas of interest and act as links with the community. Members will be sought through local publicity as well as by invitation, meet quarterly, and feed back to the Station Manager, who will in turn report back to the Board.
- A monitoring system to track the socio-economic and cultural origins of staff and volunteers will be set up, to help ensure that the station reflects the make-up of the Swindon community. Advice on this will be taken from the Wiltshire Racial Equality Council.
- The station will encourage feedback and comment by using community involvement. It will aim to ensure all comments are responded to appropriately. Publicity on and off-air will encourage response and comment. The station will talk with and listen to users, listeners and volunteers. Community input will be invited by phone, email, in person, letter or via the website. Feedback sessions on projects will also be held.

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

[March 2008]