

Community radio licence: key commitments

Licence outline: CR141

Station name	3TFM Community Radio for Health
Community to be served	The people of Stevenston, Saltcoats and Ardrossan.
Licence area	Saltcoats (up to a 5km radius from the transmission site)
Frequency	103.1 MHz

Character of service

The key aims of 3TFM Community Radio for health are;

- To harness the collective experience of the public, private, voluntary and not for profit sector to improve the health and well being of the three towns communities of North Ayrshire.
- To improve the integration of decision making, by seeking to involve residents actively within the partnership in the enhancement of their health and well being through the production of locally produced radio programmes.
- To enable those excluded within society, to become included with equal access to health, well being and other opportunities.

Programming

- Live output will typically comprise 60% music and (includes pre – recorded material at weekends over the 168 hourly week) 40% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will mainly comprise middle of the road, easy listening, rock, chart and indie music, other genres may feature in specialist shows.
- Health programming will be an important and regular part of our speech output, other programming will include local information from community groups, local news, national news, local issues, social history, spoken word and thought for the day.
- Output will mainly be broadcast in English with some output in other languages subject to demand, which may include programming from the Lallans (Colloquial Scots), Gaelic, Chinese, Sikh and Philippine communities.
- The service will typically be live for at least 12 hours per day Monday to Friday. (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 target volunteers and listeners from some of the most disadvantaged groups including the homeless, self harmers, differently abled, adults with learning difficulties, those who are alcohol and chemically dependent, people with mild to moderate mental health difficulties and non achievers and non traditional learners. We provide information and advice services, training places and appropriate referral for listeners to the most effective support organisation or agency.

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

- Our planned phone-ins and pre-recorded interviews on a range of local issues will contribute to increasing awareness and debate. Anyone seeking to cover a local issue will receive training in programme production to ensure balance and fairness in all reporting.

"(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"

- 3TFM will work with organisations such as Auchenharvie, Ardrossan and St Andrews Academies, to train 40 young people per annum, in the skills of radio broadcast and production.
- We will aim to train 100 people per annum to SCQF levels 2 – 5. All volunteers will receive ongoing support and an exit interview to gauge their level of satisfaction with training and the extent of personal growth and development.
- We will collate and publish outputs, outcomes and written Impact statements. We will seek to encourage 30 trainees to progress toward further education, training or employment.

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

- We undertake pre-broadcast sampling of listeners to ensure that content reflects local aspiration and post-broadcast questionnaires to indicate the level of listeners' commitment, loyalty and appreciation of the programming.

- We also seek to get a greater level of feedback from local communities to the local authority, health board and other agencies as part of an engagement strategy. This would improve community involvement within community planning arrangements.

Additional social gain objectives:

- To promote health and well being.
- To identify and develop the talents found within the community of the 3 towns.
- To enable individuals and groups from the community to broadcast with an emphasis on excluded young people.
- To encourage community economic development and social enterprise and to forge links with the business community with a view to encouraging their active participation within 3TFM as funders and contributors of stimulating programming.
- To recruit referrals from Job Centre plus, social services and other agencies.

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."

- 4 open days per year will be held to encourage recruitment from within the wider community, we will aim to recruit and train 100 volunteers per annum.
- A principal aim of the station is to engage with local people in the design and production of programming which reflects local need. We have a sub group within the station with specific responsibility for community engagement.
- We will make contact with up to 250 Community and Voluntary Organisations and 3 Community Associations who manage local community halls and community centres, within the area. We offer Community Groups and local agencies access to the air waves to promote a wide range of social objectives.

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."

- Individual Membership of 3tfm is open to anyone from the three towns and beyond who supports the objects of the charitable company. All policy is

determined by the membership through a process of debate within the sub divisions and approved at the company AGM. All members have equal entitlement to vote.

- Additionally local groups and organisations can become affiliate members and governmental and non governmental organisations and agencies can become Associate Members as advisory non executive partners.
- Accountability is a serious issue for all of the volunteers and is built into our station ethos. We use the HMIE self assessment framework How Good is our Community Learning and Development to structure a set of quality indicators and action plans against which we can bench mark and self assess. The result of the self assessment then leads us to develop an action plan for improvement.
- We organise open days for potential volunteers, organisations and other contributors, we conduct pre broadcast, on–broadcast and post broadcast analysis of customer response and incorporate the findings within our evaluation report.
- We encourage live phone ins, have a web site which is interactive, take texts, emails and letters, which are recorded. Information will be collated and presented to the Board on a regular basis.
- We have a published complaints procedure that details how to complain and also explains how to send in positive feedback which will influence programming.

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

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