

**Name and title under which you would like this response to appear:**

Roger Drury SOUNDWORK

**Representing:**

SOUNDWORK

**What are your comments on these proposals?:**

Future of Radio consultation response

The comments are linked to the numbered statements in the report

**Proposal 1**

This seems sensible as the change in output technology becomes an exchange of spectrum, it is interesting to reflect what the terms 'locally made' means, throughout the report the definition of audience, their views of how 'local is local' seem to mirror existing practice, whether countywide in smaller areas or citywide in Urban.

The expense of producing uniquely local content is identified this may be why its presence is often hard to discover on air within commercial stations. However if the stations have geographical audience coverage some relationship with listeners should be a duty within their Licence.

**Proposal 2**

The issues of ownership as analogue becomes digital should maintain a diversity, avoid duplication and yet maintain access for all sectors to all platforms.

**Proposal 3**

The suggestions as they relate to BBC and Commercial broadcasting should at the same time seek a solution for Community Broadcasters, the costs of any technology changes and the ability to move with listeners to new wave bands or digital (DRM) will need a greater effort in finance and a longer process to achieve. If it truly is a third sector its future needs to be assured and as coherent as its partner sectors.

**Proposal 4**

This is an interesting idea and offers an open approach especially in areas of difficult reception because of the impact of landscape on the ability to reach audience.

**Proposal 6**

1-This definition of social gain had several interpretations in previous consultations and should remain until more evidence has been shared and debated; it is too early in the rapid growth of the community sector to establish what social gain has achieved. The debate is important and should be at the core of ambition but it should not be reduced or lost.

2- The clear role of Ofcom and its ability to engage with the new third sector is still part of the Future. As a licensing body its role has been clear, as a body to support and deliver views on, social impact, community development, cultural identity, across the nations a different relationship is necessary. With the growth at such pace of newly licensed stations, aspirant broadcasters in Radio and TV, the Community Media Association has been debating and responding by moving toward regional connections with its members and community partners. Establishing, monitoring, sustaining the sector and the resources to achieve this cannot be ignored. The

attitude of market led non-intervention has been why there has previously been no community sector.

The right to broadcast has been legally put in place through the award of licences, but the right to give local people their space on air is still a challenge that may fail.

3,4,5,6,7- If there is an accountability this relationship with a community that takes part and listens is crucial, its opinions, the aim to offer a difference are key parts of Community radio as a sector that is creating an original sound. Evidence of support is the challenge of relevance to your community. Project should be encouraged to devise and carry out regular volunteer and listener surveys as evidence.

8- Drawing on stations on air, voluntary groups in every community, there should now be examples of practice which should inform and provide ways that are responsive to local adaptation, to maintain and not lose an openness that all organisations can suffer from after early enthusiasm,. These should guide new practice.

9. - The issues, which limit finance relating to non-commercial income, should be changed. The local situation of every station will determine scale of opportunity and challenge of remaining sustainable. This is another example where social policy developed by Voluntary sector partners should be consulted to establish a sensible guidance

10-The value of volunteer time should be allowed as it is by many funding organisations.

12- The single independence of each project has been the method that the sector has grown, cooperation and joint support has sustained the emergence on a scale no one had anticipated, so now is not the time to change, rather to celebrate the grass roots.

13- This is the challenge that should be a duty and a contract to deliver, the method should shape the way the sector operates and shares and learns.

14-If above is achieved forward planning and the evidence of renewal supports financial security, in Ireland 10 years CR licences are now in place.

15-The financial restrictions should be removed, but any impact study should be a fair assessment, any licence holder having the same right to provide a local service. Not as at present where some unfair presumption has prevailed toward commercial stations.

In Ireland after 10 years on air, 67% of community radio stations earn below 15% income from sponsors and adverts, while 25% of stations earn less than 45% (Craol Community Radio Research Survey 2006)

Change- as audiences reject celebrity interviews and phone ins\*\* and young people identify that there is a website for every band but nowhere to play, People reflect on why parents and children exchange fear for community, the role of a media that takes time and tells the stories, includes the questions, listens to the answers, must be out there somewhere in the future?.

\*\*Future of Radio p55

Roger Drury 28 June 2007  
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