

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

Graham Coley. Director

**Representing:**

Takeover Radio Children's Media Trust

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

Takeover Radio Children's Media Trust

Graham Coley. Director / Trustee.

Selection Criteria

Proposal 6

A selection criteria is clearly needed with the community radio sector in order to keep the distinctiveness from Commercial and BBC radio.

It is important to keep community radio involved with the targeted community and this must be more than just a lucky few who are presenting the shows and the listeners, there has to be opportunities for the community to get involved with the running of the station and offered training for presenting, marketing, sales, management, teaching and ICT skills. The real test for any community radio is to see what individuals have achieved after leaving the station and whether their experiences at the station has changed their lives.

Although Ofcom should have an amount of flexibility in the selection criteria it should still continue to be set within a fix framework.

The reporting procedure should be reduced to take away some of the pressure on the stations, each station should produce an annual report and this should be sent to Ofcom, if Ofcom require any additional information this can then be requested.

Diversity of funding

Proposal 6.9

Having operated within the current funding rules over the last 5.5 years, there should be no changes to the current situation. There is sufficient flexibility to fund the station from a myriad of areas and if the restriction were to be lifted it would compromise the control of the station.

The only advantage of relaxing the 50% rules would be to allow investors to invest in the station and they would only be interested if there were ownership or control available, as profit shearing is not and should not be possible.

Volunteer Input

Proposal 6.10

The commitment and dedication shown by many of the volunteers is in some cases far greater than that of a paid employee and as such should be greatly valued. To put

a price on this would only be possible if you were to consider what you would have to pay someone of similar caliber and consider this there worth.

#### Ownership Limits

##### Proposal 6.12

The restrictions on ownership on community stations will stall the development of community radio in some areas; there is even now after just two year a wealth of expertise within the sector that could be used to support new stations. By allowing organisations to expand and own additional licenses they would be able to consolidate costs and expertise and ensure the survival and expansion of the sector.

It is more important to ensure that if an operator from outside the community is to own and operate a station, they ensure the involvement of the local community as fully as if the local community owned the station.

Organisations who broadcast to a community of type (young people) would be ideally situated to develop this group in other areas and still totally involve the community from the local area.

I believe there should be no limit on the number of stations that can be operated by one incorporated organisation, apart from the selection criteria laid down by Ofcom.

#### License Duration

##### Proposal 6.14

It is imperative that community radio is established and sustainable, for the listeners as well as for all the hard work put in by all the volunteers and helpers. Ofcom should establish a method of renewing the license beyond the current five years. Ensuring there is an additional five years for community radio is obviously a welcome development, however a longer and more permanent solution should be sort to ensure the continuation of the community sector.

It is also important to consider keeping community radio on the analogue spectrum, this would be a very good use and would keep the costs within community radios reach.

Unless provision for free or very low rate were agreed by Ofcom with the digital multiplex operators I fear that community radio will cease to be after an analogue switch off or it will be resigned to a substandard frequency.