



Community radio licence: key commitments

Licence outline: CR033

Station name	Tameside Community Radio
Community to be served	The residents of Tameside
Licence area	Tameside (up to a 5km radius from the transmission site)
Frequency	103.6 MHz

Character of service

Tameside Community Radio will provide a service that supports the local community, keeps the community informed of local activities and promotes local events. The station will create a unique station sound that will engage the community whilst utilising people with skills that are underserved by mainstream radio services.

Programming

- Daytime output will typically comprise 70% music and 30% speech ('Speech' excluded advertising, programme/promotional trails and sponsor credits, and may be calculated over any four hours). Evening programming will typically comprise 80% music to 20% speech. Overnight the proportion of music will increase to around 90%.
- The daytime music output will generally be adult contemporary, with some contemporary hits and oldies. Evening output will contain a wide range of music genre's and speech based programmes. Music Genre's will included hip hop, and dance that will mainly target youth and under 25's.
- Output will in daytime follow a magazine style format and speech output will include community information, news, weather, interviews, discussions and phone ins, local sport, local business news, local traffic and travel information.
- Output will be broadcast English as well as other community languages such as Bengali, Urdu, Punjabi, Hindi and Gujerati, taking into account community demand and the availability of volunteers

- Live programming (with pre-recorded inserts if applicable) will typically comprise at least 12 hours a day.

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"

- Tameside Community Radio will focus on serving the community of Tameside, and the programming will evolve as a result of direct input from the community.
- Volunteers will be sought from all sectors of the local community including the hard to reach that are socially excluded from mainstream broadcasting.

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

- The service will encourage a large number of local volunteers to become involved in the broadcasts, this will naturally give a voice to people who would otherwise not have access to radio. Volunteers will be encouraged to get involved in developing programme output.
- Regular phone-in discussions are planned so that listeners can air their views.
- The station will utilise editorial content from community groups.
- The station will invite community leaders to contribute and instigate discussion and debate on issues that affect the community.

"(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"

- The group will develop partnerships with appropriate local education institutions to train volunteers.
- The station will support the Tameside Life Long Learning Basic Skills Team in addressing hard to reach groups, in return the basic skills team will provide basic skills training to volunteers.
- The station aims to train 120 volunteers and 10 college trainees in the first year and expects that these figures will rise in subsequent years. In addition the group will offer 2 school work experience placements per year.

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

- The station will consult with the community each year. The creation of community partnerships will help the station develop the editorial content of the station. In addition the station will develop further links through local public and private partnerships with local organisations and businesses.

Additional social gain objectives:

- Free promotion of ‘not for profit’ and community groups promoting services of a social nature
- Local jobs will be advertised and promoted with links to the employer and further information on the TCR web site.
- 10% of volunteers will come from ethnic minority groups.
- There will be regular features promoting and explaining the key cultural and religious events throughout the year.

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.”

Tameside Community Radio will encourage the local community to become involved with the station as volunteers and at a more senior level by:

- Holding consultation meetings across the community to shape the direction of the radio station.
- Encouraging engagement in the consultation process by seeking community members to become involved as volunteers and be part of an editorial advisory group. The advisory group will be representative of the community and will be made up from nominees at the annual consultation process.
- The purpose of the group is a sounding board for new ideas and projects, to keep a watching brief on the editorial output to ensure the station reflects the diverse nature of the community and, working with the directors, steer the development of the radio station. The group will work in partnership with the Directors in an as informal way as possible. All the community will be invited to participate from the consultation process, from that process the panel will be developed.

- It is intended that the advisory group will reflect the community and therefore the selection process will become more definitive as the consultation process with the community progresses.
- Encouraging new board members from within the community. As a longer term objective, current directors will train community members to take up roles as directors.

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 group will ensure accountability to the community that it will serve by:

- Holding a public consultation open to the whole community once a year.
- The advisory group and liaison with the statutory agencies and major employers via the thematic partnerships of the Local Strategic Partnership will advise and develop the editorial content of the station.
- Outcomes and draft plans of action for the station will be presented annually to the network of local public/private partnerships.
- Contact can be made by personal visit, telephone, or email. The first point of contact for any complaint will be the Managing Director. A complaints procedure will be on the website as we go live

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

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