

**Community radio licence: key commitments****Licence outline: CR189**

<b>Station name</b>	<b>Radio West Suffolk (RWSfm 103.3)</b>
<b>Community to be served</b>	<b>People of Bury St Edmunds</b>
<b>Licence area</b>	<b>Bury St Edmunds (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>103.3 MHz</b>

**Character of service**

The station will provide a service which specifically targets the town of Bury St Edmunds and its population. The station will broadcast programmes by the community for the community.

**Programming**

- Output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will include classic pop music from the 1960s, '70's and '80s together with current chart music, jazz, blues and soul, rock, nostalgia (1930's to '50s), country, folk and classical. The station will also feature new and local musicians and bands.
- Speech output will comprise local news, information and commentary, sports, what's on information, stories, drama, documentaries and national news.
- Output will be broadcast in English.
- The service will typically be live for at least 7 hours per day. (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 programming relevant to people living in the area, such as programmes addressing the social issues arising in the town of Bury St Edmunds and the surrounding villages.

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

- The station will give the local youth and older people the opportunity to air issues and provide programmes of relevance to them.

- The station will offer local groups, schools and employers a platform to voice their opinions and to take part in discussions on topics that are important and/or of concern to them and to the listeners.

*“(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”*

- Training will be an on-going part of membership to the station to enable individuals to complete the duties they have signed up for, such as presenting, reporting, producing or editing.
- The station will encourage and train older people to provide programme material, to contribute ideas or to become presenters.
- The station will provide at least five training work experience places a year for young people to participate in both live radio and recorded programme making

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

- The station will use its broadcast and non-broadcast activities to become a point of contact for social groups, allowing the exchange of ideas, cooperation and mutual help and guidance.
- The station will build upon its links with the local hospital, local schools and college offering programming opportunities, and public and business involvement.
- The station will use outside broadcasts and events to reach people in the community and throughout the area.

Additional social gain objectives:

- The station will assist in the dissemination of information from local council and health authorities to the people of the area and act as an affordable advertising outlet for local small businesses.
- The station will also work to help increase understanding between generations and provide support for the small minority population in the area.

### **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 publicise opportunities for volunteers to help and become involved in the running and provision of the service via its website. There will be opportunities for at least 40 volunteers, up to 80 in total, of all ages to become involved at the station each year
- There will be opportunities for local organisations and social groups to work with the station to write and produce programmes for its trained broadcasters.

**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."*

- Listeners will be able to contact the station by email, letter or telephone.
- The station will invite community leaders and members of local bodies to form an advisory board. The board will meet on a quarterly basis to provide advice and feedback, set policy and monitor the station's performance.
- The station will hold an annual open day when members of the public will be able to meet with station representatives.
- The station will have a complaints and grievance procedure in place and published on its website.

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

[August 2010]