

Community radio licence: key commitments**Licence outline: CR124**

Station name	Bute FM
Community to be served	The people of the Isle of Bute
Licence area	Rothesay, Isle of Bute (up to a 5km radius from the transmission site)
Frequency	96.5 MHz

Character of service

Bute FM will offer a community focussed station for the people of Bute. The station will provide a varied mix of music together with local news and views, up-to-the-minute travel information and other items of local interest.

Programming

- Live output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will comprise pop music from the last 50 years, with a particular focus on the 1960s to 1980s. The station will also have specialist shows featuring other music genres, such as rock, classical, folk/country, and jazz/blues.
- Speech output will include local news, weather and travel information, local sports news and other programmes such as discussions and phone-ins, historical and cultural interest programmes, and slots for local community groups.
- Output will be broadcast in English
- The service will typically be live for 8 hours on weekdays. As the station develops, further hours may be added during the week and at weekends. (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"

- Bute FM will provide residents with information about local issues of concern or interest.
- The station's broadcasts will also provide an information service for tourists visiting the island.

“(b) the facilitation of discussion and the expression of opinion”

- The station will develop different programmes where studio guests and members of the public can discuss and debate local issues and where people can phone-in to discuss assorted topics of interest.
- The station will offer programme slots for community groups to raise awareness of their various activities.
- Listeners will be able to email the station and use its website to chat about any issues raised in particular programmes, find links to community groups and direct feedback to shows and presenters.

“(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”

- Bute FM will train at least 20 volunteers (aged over 16) as presenters and teach them how to use studio and broadcast equipment.
- The station also plans for 12 work placements each year for 16-29 year olds interested in broadcast media to learn and develop relevant skills.
- Different elements of broadcasting will feature in the volunteer and work placement opportunities, including off-air activities such as production, research and technical work. As the station develops it will also look to develop non-broadcast volunteer and placement opportunities.
- The Station will teach and train local community groups and their members how to make their own shows and how to broadcast them.
- The station will also look to visit schools on the island to introduce the pupils to radio and to encourage school visits to the station.

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

- Bute FM will work closely with local people, community groups and service providers to find out more about community issues. The station will also endeavour to raise awareness of its work and also of that done by the different organisations.
- As the station develops it will provide outside broadcasts from different events and venues around the island.

Additional social gain objectives:

- Bute FM will make every effort to promote the Isle of Bute through its website.
- The station will look to support the local community groups and events which promote and develop a better quality of life for the residents of Bute.

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.”

- Bute FM will offer work placements and volunteer opportunities across all areas of its work and where appropriate, volunteers will be able to present shows
- The station will establish a Community Focus Group and encourage representatives from across the community to participate. This group will provide feedback to the station’s management and board, and raise any issues about the station and its output.

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 station will have a steering group which will comprise the directors of the licensee company together with local business people.
- Representatives from other island organisations will be invited to join the station’s Community Focus Group. Two members of the public will also be selected to attend a particular meeting. The group will hold public meetings every two months, all action points raised by the Community Focus Group will be brought before the steering group and will then be implemented, where appropriate.
- Listeners will be able to contribute to and provide feedback about the station’s shows by email, website discussion forums and other forms of correspondence. The station will also conduct a yearly audience satisfaction survey, and will use the results to highlight any areas in need of improvement.
- The station will have a published complaints procedure.

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

August 2009; Revised September 2011