

Community radio licence: key commitments**CR224**

Station name	Reprezent FM
Community to be served	13-25 year olds in south London
Licence area	Lewisham and surrounding areas of South London
Frequency	107.3 MHz

Character of service

Reprezent FM will empower local young people and encourage them to play an active role in their community, increase community cohesion, challenge negative perceptions and raise aspirations. The station will be youth-led, both in its programming content and in delivery of non-broadcast activities.

Programming

- Live output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will focus on styles not currently catered for on mainstream radio and include genres such as grime, funky house, R'nB, hip hop, indie, drum n bass, dubstep and dance music. Locally produced music will be featured.
- Speech output will include local and community news and information of interest and relevance to the target age group, interviews, discussion programmes and phone-ins as well as some event coverage and occasional features.
- Output will be broadcast in English.
- The service will typically be live for at least 4 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 give young people in south London access to their own platform for discussing issues that matter to them, representing their views, and dispelling negative stereotypes; and feature music they like, and which is rarely played on mainstream services.

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

- Through phone-ins, panel shows and interactive online features, listeners will be given opportunities to have their voices heard and discuss issues that matter to them.
- Community members will be invited to take part in occasional panel discussion programmes to discuss prominent issues.
- The station will encourage wider participation from all sections of the community through the use of instant messaging, forums and email.

“(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”

- Introductory radio training courses will be available to young people of all abilities and students can register through the station website, in person to the station or through being referred by a partner organisation.
- The station will train a minimum of 30 young people, aged 13–25, per year in a number of areas relating to radio broadcasting.
- In addition to broadcast training the station will also offer training opportunities in related areas such as web content management, marketing and video production.

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

- Links will be forged with community and youth organisations in an effort to gain increased insight into the specific needs of particular groups.
- The station will facilitate knowledge-sharing among agencies working with young people and provide a platform for organisations to share insights, experiences and views with young people.

Additional social gain objectives:

- As part of its programming the station will disseminate information about local services.
- The station will look to promote services that aid economic development and employment among young people.

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.”

- Regular open days will be held, inviting listeners, residents and stakeholders to visit the station and talk to the volunteers, presenters and staff.
- Station volunteers, aged 13-25, will have the opportunity to be part to the station’s youth steering group, representing all young volunteers and listeners.

- Members of the community of all ages (with the appropriate skills) will be able to participate in the service as volunteers, mentors or external advisors.

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 management committee and youth steering group will be jointly responsible for ensuring that volunteers, listeners, the local community and stakeholders are kept informed about station activities and events and opportunities for participation and engagement.
- The youth steering group will hold quarterly focus groups with young people in the area to ensure their views and ideas are reflected and will meet at least six times a year to discuss relevant issues. The group will be facilitated by staff, who participate in the meetings and report findings to the management committee.
- The station will hold an Annual General Meeting which will be open to the public, volunteers and other listeners. The event will include a review of what has been achieved in the year.
- The station will put in place a complaints procedure as well as grievance policy for volunteers and staff.

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

[April 2011]