

**Community radio licence: key commitments****Licence outline: CR076**

<b>Station name</b>	<b>Link FM</b>
<b>Community to be served</b>	<b>People who live, work or undergo education or training in Harold Hill and the surrounding areas of Havering.</b>
<b>Licence area</b>	<b>Harold Hill, London Borough of Havering (up to a 5km radius from the transmission site).</b>
<b>Frequency</b>	<b>92.2 MHz</b>

**Character of service**

Link FM's broadcasting philosophy is to create opportunities for social gain, by involving the community in all aspects of radio broadcasting, through education and training activities, capacity building and the provision of a service that addresses and challenges the differing needs and trends of the locality. These include an ageing population, high inequality in earnings, high incidence in crime and low secondary school achievement within the area; and general lack of corporate community identity.

**Programming**

Link FM will provide an informative, relevant and accessible service that caters for a large cross section of the community. The programming will have a tight localised format, bringing news, views, current affairs and locally familiar issues

- Output will typically comprise 70% music and 30% speech during daytime ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will generally be pop / rock and will include local bands, as and when they become available, exposure for local talent, new and innovative unheard music. Our feature shows will include classical, music hall, musicals and films; and will be expanded upon as other genres are deemed to be popular with our audience. In particular, our championing of Synthesised, Instrumental, New Age and Electronic music (SINEwaves), will receive particular exposure in our specialist programme roster.
- Speech output will comprise IRN and local news bulletins through the day, live and pre-recorded guest interviews, input from primary schools, debates, travel and weather reports and discussions on many local issues.
- Link FM's speech output will be broadcast primarily in English, although the use of other languages is permitted, and some music may be broadcast in other languages, as part of specialist or illustrative music output.

- The service will operate 24 hours a day and will typically be live for at least 10 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 variety and choice of output provided by Link FM will attract listeners from all age groups, status and backgrounds, particularly through our work with schools and community groups.
- The area has an ageing population, but youth interest in pirate stations is strong; our proposed coverage area includes some of the most deprived wards in the London Borough of Havering (and in Greater London). Programming will be aimed at engaging all age groups.

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

- Link FM's open access policy actively invites individuals and community groups to participate in all aspects of operation and output. This occurs through membership of Steering Group / Friends of Link FM; phone-ins; live, telephone and recorded interviews; discussion and debate programmes around topics of local interest; audience surveys and station visits
- Public sector representatives will be given a new and dynamic medium for dialogue with the community; and be challenged on policy and decisions. Link FM will provide a forum for debate that will build capacity in the community, generating a sense of ownership and inclusiveness that will lead to increased community identity and spirit.
- The station envisages that, in the first year, programming will enable the involvement of at least 5 community groups and in the order of 10 individuals per week.

*"(c) the provision (whether by means of programmes included in the service or otherwise) or education or training to individuals not employed by the person providing the service"*

- Link FM will provide education and training opportunities to Havering Business & Education Partnership (HBEP). HBEP maintains a statutory management

information system that enables effective monitoring, review, financial control and accountability.

- The station's predicted beneficiaries during year 1 include educational activities for primary school children, professional development placements for teaching staff, work placements and training programmes for secondary school students and adult volunteering opportunities.

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

- The station has extensive existing links with the target community, through its work in the field of education / business / community links, since 1992.
- LINK FM will seek to strengthen links in the community by:
  1. raising awareness of common issues through its programming
  2. educating and training participants from different institutions and areas
  3. encouraging and equipping adult volunteers to work with young people
  4. celebrating local history to inculcate a stronger feel of community

Additional social gain objectives. The station will:

- Allow adult volunteers to enhance/gain new skills and boost their confidence
- Improve the interaction among people of different backgrounds, status and age
- Support the aims and objectives of the borough's Strategic Partnership
- Capitalise on several community links and raise awareness of local regeneration & economic development projects as well as many social enterprise opportunities
- Publicise a range of local training and employment opportunities
- Raise awareness of, and promote cultural and linguistic diversity
- Promote Civic participation and volunteering (e.g. mentoring at schools)

### **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.”*

- Link FM plans to recruit members of staff (funding permitting) drawn from the local community and they will form part of the management team.
- As Link FM develops, the steering group (Friends of Link FM) and other volunteers will be developed and trained to take on various responsibilities with the station.

- The station will aim to involve at least 100 community members in output, within 12 months, through liaison with formal / informal HBEP networks
- Trainees from all community sectors will have access to our practice studio and production facilities. There is also clear potential for volunteers to become involved in supporting training activities with a view to increasing the number of paid staff, given an adequate increase in revenue over time

### **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."*

- LINK FM will continually seek the views of the community it serves through a number of processes. Through its open access policy community members are invited to participate in the day-to-day life of the station. The station is committed to audience research, which will take the form of questionnaires distributed, collated and analysed on an annual basis.
- The Steering Group (Friends of Link FM) will be able to report back comments received from listeners and will usually meet on a monthly basis. It has a Constitution, and consists of a representative mix of members, including 4 volunteers. Volunteers are approached according to their areas of expertise / interest and community involvement.
- Havering Business & Education Partnership (HBEP), as the licence holder, has an established complaints procedure which will be adopted for Link FM. HBEP sits on a number of local community groups (eg Havering Strategic Partnership, Connexions Local Management Group, Havering 14-19 Strategic Partnership and Havering Chamber of Commerce & Industry) and is accountable to the community it serves through a range of different funding streams.
- Quarterly review, monitoring and evaluation of targets by members of the Steering Group.
- Independent evaluation and report by volunteer Consultant (annually)

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