

Community radio licence: key commitments**Licence outline: CR082**

Station name	Radio Teesdale
Community to be served	Teesdale residents, visitors, community organisations and businesses
Licence area	Teesdale – centred on Barnard Castle & Romaldkirk
Frequency	105.5 MHz (Barnard Castle) & 102.1 MHz (Romaldkirk)

Character of service

Teesdale Community Broadcasting Limited was established as a not for profit company to provide the community of Teesdale with a medium to express itself through a variety of programmes using radio and the internet. It provides opportunities for up-skilling and empowering people through a multitude of training courses, a voice to express interests and concerns, and the opportunity to manage a community enterprise co-operatively. The radio acts as a catalyst for community involvement and development and is representative of the community of Teesdale reflecting its myriad of facets. It is socially inclusive of all ages and groups broadcasting to the people of Teesdale, run by the people of Teesdale for the people of Teesdale.

Programming

The wide range of specialist programmes represents the ‘something for everyone’ approach of the station and reflects the wealth of talent, personalities, information sources and issues for debate in Teesdale. The regular programmes on community affairs are considered important to keep people up to date with what is going on in Teesdale. The programming made by and for young people is a strength of this station, including programmes that promote music of importance to people in the area.

- Output will typically comprise 76% music and 24% speech (‘speech’ excludes advertising, programme/promotional trails and sponsor credits). This ratio will vary slightly at different at different times of the day and during weekends there will be a higher proportion (40%) of speech based programmes, and lower for music (60%).
- Total music output will be broadly split between familiar songs from the 1950’s thorough to current hits; specialist music (which may include brass band, oldies, country, soul, classical, film, musicals, jazz, indie, rap, folk, dance, hymn & organ); and live performances.

- Speech output will comprise/include introductions to music, local, national and sports news, what's on features, travel information, listener phone-ins, interviews on local issues, current affairs and specialist interests.
- Output will be broadcast in English.
- The service will typically be live for about 11 hours per day, seven days a week. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced. Approximately 15 % of this broadcast time will feature repeat shows.

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"

- Existing local broadcasters are centred in the main conurbations of the North East. Radio Teesdale will provide a unique service tailored to the listening needs of Teesdale residents, visitors, community organisations and businesses.

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

The station will:

- Develop a website for enhancing communications via web streaming (live and archived broadcast).
- Encourage listener response by using a large number of interactive features such as phone-ins, the website, interviews, text messages & station visits.
- Actively encourage local people with particular views and interests to contribute programming to the station and will supply training and facilities as appropriate to ensure that this will be possible.
- Provide individuals with an ongoing opportunity to promote and discuss community issues and share information.

"(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"

- Structured training is provided as a matter of course to all new members aspiring to broadcast. These courses consist of two three hour Induction sessions, further supported by regular weekly in-house skills transfer and mentoring. We estimate 50 new members per year to be trained this way.
- Provision of ongoing skills development (i.e. soft skills such as interpersonal skills, communication, presenting) and volunteer work placement opportunities for all Teesdale Residents.
- The station will provide NCFE Level 2 (GCSE Equivalent level) course in Radio Production in partnership with Bishop Auckland College. We envisage 20 people per year will take up this opportunity.
- Active involvement with community organisations: 50 year 1, 100 year 2, 150 year 3 etc up to total penetration of Community and Voluntary Sector bodies in Teesdale to total existing 400 organisations. This means we will have some form of involvement (from creating their own programmes and representation on our Community Focus Groups to reporting/broadcasting information about their activities and “What’s On” features).
- Individuals will develop inter-personal skills, presentation techniques, working as part of a team and technical skills including managing the office, sound editing, interviewing, producing a programme, driving the decks, an appreciation of journalism, broadcasting regulations and all manner of skills web, email and computer.

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

The station will aim to achieve the following:

- Proactive involvement with the community through its people, programmes, ‘outside activities’ and fundraising, becoming an integral part of the community; with a particular focus on combating the widespread geographic isolation of much of the community;
- Bridging the gap between the plethora of community organisations, strengthening their purpose, efficiency and productivity.
- Promotion of tourist use of local services, notably through strong links with the Tourist Information Offices and Teesdale marketing initiatives.

Additional social gain objectives:

- Local people will learn to run a community enterprise.
- Development of a new community network through its active membership

- Sustaining and promoting local art, cultural traditions, activities & networks.
- Opportunities for community members to run their own radio programmes

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 make-up of the station's active members and participants comprises men and women of all ages; school children, teenagers, students, prisoners, business people, long-term unemployed and people with special needs.
- Station located at the heart of the community to encourage participation
- Established close links with other means of communication, such as the Teesdale Mercury newspaper, ensuring our profile remains in the public mind.
- Training programme is a key part of the recruitment process ensuring a constant flow of new participants and material. Additionally our website visibly encourages participation and we advertise in the press.
- Station Manager and two part time volunteers (20 hours each) will be paid. All other positions (around 50) will be voluntary.

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."

- RadioTeesdale is an interactive venture - Its main board is made up of community representatives and mechanisms for encouraging and communicating with the community have been established.
- **Community Group Advisory Panel** (to make recommendations based on community involvement, input and best methods of developing community consultation methodologies). This group will generate a range of ideas for ensuring that community based needs and outcomes are fully defined, measured and achieved successfully.
- **Community Listener Focus Group** (to review reach and impact of community information broadcast to the local community)

- **Partnership forum for groups interested in promotion and tourism.** They will specifically review a strategic plan with the objective of establishing how Radio Teesdale can add value to the work of local organisations and community groups in this area and how best this could be measured.
- **Listeners.** Potentially any member of the community, visitor or listener on the Internet. There will be many access points for listeners to provide feedback on items relating to outcomes requiring their views
- The Board is accountable to and subject to re-election by the membership of Teesdale Community Broadcasting Ltd. Membership is open to all who sign up and follow the Members Agreement. No membership fees. All members have the right to vote at the AGM at which Board members are elected and the Company Accounts are approved. All governing documents are available via our website. It is our intention to produce an annual report.

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

March 2007