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COMMUNITY RADIO APPLICATION ASSESSMENT SUMMARY

Application number:	CA059/2006
Location:	Barnsley
Target community:	<i>Our target audience is people of all ages located in and around the town of Barnsley and within the administrative area of Barnsley Metropolitan Borough Council. We particularly aim to serve people who face various forms of social and economic deprivation.</i>

This document is intended to provide a fair and accurate summary of the full community radio licence application form submitted to Ofcom, to assist the RLC in deciding whether, and to whom, to grant a community radio licence. The RLC should consider whether it would prefer to have the full application form (or part thereof) before it prior to taking a decision in respect of any application.

Applicant's opening statement

Radio Barnsley is a community-based organisation and social enterprise that is proposing to establish the first full-time community radio service for Barnsley. Radio Barnsley has been established by Barnsley YMCA, which has promoted sound recording and broadcast initiatives in Barnsley for over 50 years. Radio Barnsley aims to provide a voice for the local community and to serve all of Barnsley's communities and neighbourhoods particularly those - from disaffected young people to the elderly and housebound - who are not well catered for by the mainstream media. Radio Barnsley's programming builds on a strong track record. We have operated 15 successful 28 day RSL broadcasts, from 1995 to 2006, gaining a large audience, demonstrating local support, gathering extensive feedback from listeners and volunteers, and working closely with community groups and local information providers. We have developed music and speech programming designed to appeal to all age groups and to serve specialist interests. Our programme output is supported by training activities that cater to a diverse volunteer base and encourage participation and skills development for people from the local community.

Assessor's summary of assessment

[Redacted s36]

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Note: Quotes from the application are in *Italics*. Assessor's comments on proposals are given in square brackets.

<u>Selection criteria</u> Broadcasting Act 1990 Section 105(1)(a) to (g)	Score (0-10)
(a) "The ability of each of the applicants for the licence to maintain, through the period for which the licence would be in force, the service which he proposes to provide."	[s36]
<p><u>Background, management and staffing of the proposed service:</u></p> <p>Radio Barnsley Ltd is a company limited by guarantee; Barnsley Young Men's Christian Association is the sole voting member of the company. The application states that it <i>"has powers to appoint and to remove the Directors of Radio Barnsley, however it will not be involved in day to day operations or editorial decision-making."</i></p> <p><i>The Board of Directors of Radio Barnsley Ltd will have four Directors elected by the Board of Barnsley YMCA. Three have been elected and the fourth position is currently vacant. In addition the Board of Directors of Radio Barnsley Ltd may nominate up to three further Directors from the community and/or the Radio Barnsley membership. One such person has been appointed and two more will be invited to join at a later date.</i></p> <p>Three of the four current named directors hold senior posts within Barnsley YMCA, including David Richardson who has been with the radio station since 1968 and is credited as <i>"the driving force behind its accredited training course..."</i>. The fourth director, Janet Townsend, is the Chief Executive of Priory Campus, <i>"a major centre and community company in Barnsley dedicated to providing community, education and enterprise support."</i></p> <p>The group suggests it is <i>"possibly the oldest community radio project in the UK. It started in 1958 as a tape recording club."</i> It has conducted regular RSLs since 1995, and suggests that <i>"the build up of audience and local interest helped to persuade the Radio Authority to put Barnsley on its working list for small scale licences, however, as a Charity, the YMCA was unable to apply for a commercial radio licence. At this time some members left to form their own commercial company."</i></p> <p>The 15 RSL broadcasts have allowed it to create training courses and gain experience of fundraising, as well as develop a strong volunteer base and range of community links. The group proposes three staff for the full-time service – station manager, administrator and part-time technical assistant.</p> <p><u>Financial information:</u></p> <p>The group already holds £38k of assets: including £3k in cash and £23k in studio and OB equipment. Proposed pre-launch expenditure is generous at £145k; this includes 2 FM transmitters and processors (presumably for redundancy) and ISDNs for studio to transmitter links, despite elsewhere noting that the transmitter site has line-of-sight to the studios which would suggest the use of a microwave link or similar. A further £7.5k in OB equipment and £9k on office equipment again appears comparatively</p>	

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generous. Pre-launch expenditure totals £145k.

The group has no secured funding in place, but expects £85k from the European Regional Development Fund, £30k from the South Yorkshire Key Fund and £20k from the Big Lottery; with other unspecified grants, this matches expenditure at £145k. While this is an ambitious amount, the group has experience in this area, noting that *“Radio Barnsley has received financial support from, among others, Barnsley MBC, South Yorkshire Key Fund, Coalfields Regeneration Trust, Big Lottery, European Social Fund, Rotherham College for which evidence can be provided.”*

First year operational expenditure appears realistic, at £104k; the majority of this is £63k on the three staff, and £12k on establishment and overheads (detailed as post, stationery and printing, insurance and software). Appropriate provision has been made for programming and sales costs.

Again, no funding has been secured, but grants would be sought from Big Lottery (£40k), European Regional Development Fund (£20k), and Ofcom’s Community Radio Fund (£20k). 20% of income would come from sale of advertising and sponsorship; for example, the group expects to sell 48 advertising contracts in the first year at £250 each. It notes that *“we consider the figures for commercial revenue are pessimistic and will seek to increase contribution from these sources.”* Elsewhere in its application, it notes that from its business survey, ten businesses stated that they *“will support Radio Barnsley in either Advertising or Sponsorship”*. Total income amounts to £125k.

Transmission and coverage issues:

The proposed transmission site is The Kingstone School. This has been used for previous RSL broadcasts and an agreement is in place for use of the site. [Redacted s36] The group does note that *“The terrain is such that we don’t expect to achieve 100 per cent of the urban area population and we predict an adult (16+) population coverage of around 60,000 people, primarily located in the following wards: Central, Monk Bretton, Kingston and Old Town. Transmission surveys also indicate coverage should reach parts of Worsborough, Rockingham, Darton West, Darton East, Dodworth, Royston, Cudworth, Stairfoot and Wombwell.”*

(b) “The extent to which any such proposed service would cater for the tastes and interests of persons comprising the relevant community, and, where it is proposed to cater for any particular tastes and interests of such persons, the extent to which the service would cater for those tastes and interests.”

[s36]

Programme proposals appear broadly “full service” by day, with *“mainly magazine type programmes”* and *“a wide range of music, mainly from outside of the current popular music charts and ranging from the sixties to the present day.”* While the applicant notes that *“air time would be given during daytime and evening to community groups to get involved and to produce programmes on topics for which they have particular expertise such as health, environment, social enterprise, education and employment”*, the application does not convey a strong sense that the programming would specifically target those who *“face various forms of social and*

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economic deprivation”.

Radio Barnsley also states that *“Our research and audience feedback indicates that those who are over the age of fifty want a wider choice of music and speech. The 50+ audience is a growing part of the local demographic and Radio Barnsley will include a variety of music and speech that appeals to this demographic group. Our audience research indicates that young people are also not well catered for by local radio services. Radio Barnsley will particularly aim to involve disadvantaged and disaffected young people...”* [Redacted s36]

The group also proposes that *“Specialist programmes would mainly be carried in the evening and sometimes in the afternoon. These would range from programmes covering sport and the arts to specialist music genres such as jazz and folk... General music programming would make up a significant part of non-peak output in both the daytime and evenings and would be mainly music that is not in the current popular music charts and would be drawn from the 60s to the present.”*

The group has plans to broadcast locally produced material from 0700 to 2300. While some of this may be pre-recorded, it states that its existing volunteer base means that *“Radio Barnsley already has sufficient broadcasters to provide live all day broadcasting (0700-1800) and live weekend broadcasting from breakfast until late (0700-2300).”*

The group shows that it has considered ethnic programming, noting that Barnsley is the *“least ethnically diverse local authority area in Yorkshire”* at around 4% in the urban area, and therefore it notes that *“we do not expect non-English programming to be a significant proportion of output.”*

(c) “The extent to which any proposed service would broaden the range of programmes available by way of local services to persons living in the area or locality in which it would be provided, and, in particular, the extent to which the service would be of a nature or have a content distinct from that of any other local service the licence for which would overlap with the licence for the proposed service.”

[s36]

[Redacted s36]

It states that *“during peak listening times we will offer mainly magazine type programmes...”* Daytime music will range from the sixties to the present day – although it does commit to *“not more than 15 per cent [of total output] being mainstream chart and classic hits.”*

[Redacted s36]

The applicant makes a somewhat stronger case that *Dearne FM broadcasts to most of the Barnsley MBC area covering many small towns and villages across an area which is substantially rural in nature and with an adult population of around 190,000. Radio Barnsley will have a more limited coverage and will focus on the core urban area of the town of Barnsley and surrounding communities with population coverage*

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of about 60,000 adults. Its editorial will be distinctly focused on the town of Barnsley.

(d) "The extent to which there is evidence that, amongst persons living in that area or locality, there is a demand for, or support for, the provision of the proposed service."

[s36]

The group appears to have a good level of local backing, attaching over 20 letters of support, including one from Eric Illsley, MP for Barnsley Central. The group conducted audience research in January 2006, which showed 20% of respondents had listened to one of the RSL broadcasts; of those, 95% said they were very likely or fairly likely to listen in the future (sample size was 129). A business survey found 10% of respondents would take advertising or sponsorship on Radio Barnsley. The group held local public consultation meetings in September 2006 and June 2007 to gauge interest from community groups and "interested individuals". The group also lists more than 20 local organisations that participated in its last RSL.

(e) "The extent to which the provision of any such proposed service would result in the delivery of social gain to the public or relevant community."

In addition, the Community Radio Order 2004, paragraph 2 says: "In relation to a community radio service, "social gain" means the achievement, in respect of individuals or groups of individuals in the community that the service is intended to serve, or in respect of other members of the public, of the following objectives." (These four mandatory social gain objectives are set out below.)

[s36]

"The provision of sound broadcasting services to individuals who are otherwise underserved by such services."

[s36]

Radio Barnsley has identified its audience as people who live and work in Barnsley and surrounding areas and especially those that face various forms of deprivation or are disadvantaged and those that are underserved by existing radio services.

We will cater for people of all ages but our independent research as well as listener feedback to our broadcasts indicates that older people (50+) and young disadvantaged people (15-25) are particularly not well served by existing local and other broadcasting services. We will therefore make particular effort to involve young disadvantaged people and to provide a variety of speech and music programming that caters for the tastes and interests of people of all ages.

[Redacted s36]

"The facilitation of discussion and expression of opinion."

[s36]

The applicant's proposed magazine format programming will lend itself to discussion, and it proposes to *"use a mixture of studio discussion, live guests and listener phone-in on issues of local concern. Our programming will build on our strong links with local voluntary and community organisations and with local public agencies to ensure a variety of opinions are heard including local experts and decision makers.*

We will work closely with organisations like the Barnsley Association of Community Partnerships to build links with the different communities and to encourage people to get involved as community correspondents and volunteer reporters and producers."

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<p>"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."</p>	<p>[s36]</p>
<p><i>Radio Barnsley has a track record in successful delivery in radio skills training providing accredited courses in partnership with Rotherham College. With a full time community radio licence we intend to build on this by establishing an annual programming of short taster courses and accredited radio training to support the involvement of volunteers in the running of the services, to assure the quality of programme making and to contribute to personal and career development.</i></p> <p><i>We are currently in discussion with Barnsley College to amalgamate our 'Community Radio Broadcast Skills' qualification with those offered within the media department. This would offer students at the college a real life work experience in a fully functional radio station that would provide a vocational aspect to their theoretical studies.</i></p> <p>The group also outlines other proposals, such as mentoring for its volunteers, and partnerships with schools. It notes that some schools have already purchased radio equipment to enable them to produce material for broadcast.</p>	
<p>"The better understanding of the particular community and strengthening of links within it."</p>	<p>[s36]</p>
<p><i>For most people in the area Barnsley town is the only location where there is local interaction and Radio Barnsley will reflect the town's role as a focal point for the wider area. Radio Barnsley will promote local understanding through its speech programming and coverage of local news and topical issues, local heritage and local events and activities. We will aim to strengthen links within the community by outreaching to and involving community organisations as well as public bodies such as schools and further educational establishments and we will aim to have a presence at a wide range of local events and festivals.</i></p>	
<p>Additional social gain objectives:</p>	<p>[s36]</p>
<p>The applicant notes a range of additional objectives in particular around social enterprises – it notes that it has <i>"worked closely with the social enterprise unit of Barnsley Development Agency"</i> – and training and work experience. It also states that <i>"Radio Barnsley is committed to social inclusion and particularly to supporting the involvement of and meeting the needs of people facing various forms of disadvantage. We will undertake community outreach with a particular focus on the more deprived communities in our coverage area. We will provide training courses that are free for unemployed people and, in our training and volunteer support, we will take account of and, as far as possible remove, barriers to participation such as carer responsibilities, mobility access, visual impairment and other factors."</i></p>	
<p>(f) "The provision that each of the applicants proposes to make in order to render himself accountable to the relevant community in respect of the provision of the proposed service."</p>	<p>[s36]</p>

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Radio Barnsley has reasonable accountability measures in place, including a formal complaints procedure, membership scheme for listeners and volunteers, and an outreach consultation with community organisations and public bodies. Listener feedback would be gathered through attendance at events and contact with the station through usual channels such as email and the website. An annual open meeting is also planned, although no plans for any further formal listener research are listed. [Redacted s36]

(g) "The provision each of the applicants proposes to make to allow for access by members of the relevant community to the facilities to be used for the provision of the service and for their training in the use of those facilities."

[s36]

The applicant has strong proposals in this area, utilising the YMCA's facilities and its own experience from previous broadcasts. It notes that it has "*a comprehensive in house training programme which we have built up since we commenced RSL broadcasts in 1995 and which will be available to people of all ages and backgrounds who wish to get involved. The training programme is tailored to the needs of the learner and includes formal qualifications accredited by the Open College Network (OCN) in "Community Radio Broadcast Skills"*

We will particularly encourage and assist local community partnerships to develop their own in house production facilities to support community correspondents.

Barnsley YMCA also has a Centre that supports disaffected students, mainstream students and potential volunteers within the YMCA. This area would be utilised to deliver complementary training to back up Radio Barnsley's commitments to the people of Barnsley.

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<u>Additional requirements</u> Broadcasting Act 1990	(Not Scored)
Sc 105(2) No more than 50% of income pa proposed from one source.	
No more than 50% of income pa is proposed from one source (59% of pre-launch income is anticipated to come from the European Regional Development Fund, however this is considered compliant with the funding rules).	
Sc 105(3) Regard to the need to ensure the proposed service does not prejudice unduly the economic viability of any other local licence.	
The possible impact on Dearne FM of a community based service broadcasting to Barnsley was considered by finance colleagues on the basis of the commercial station's MCA (173k). An economic impact assessment will therefore be presented to the RLC.	
Sc 105(4) Does the proposed service overlap with a local licence with an adult population of a) fewer than 50,000 adults, or b) 50,001-150,000 adults? (If so restrictions apply.)	
No.	
Sc 105(6) Maximum of 50% of proposed relevant income pa is from the sale of advertising or programme sponsorship.	
No apparent issues.	
Ownership matters: Proposed licensee should be a body corporate, non-profit-distributing, and not conflict with ownership restrictions.	
The applicant is a Company Limited by Guarantee and non-profit-distributing, and additionally has community radio objectives.	
As a body whose objects are wholly or mainly of a religious nature, colleagues conducted a religious determination in respect of Radio Barnsley and have determined that it should not be disqualified from holding a community radio licence.	

[Redacted s40] 17/10/07

- ENDS -