

Bradley Stoke Radio

A Brief Overview - Summer 2016

Introduction

Bradley Stoke Radio (BSR) is a Community Radio Station staffed fully by volunteers and broadcasts on FM across a 7 mile area of South Gloucestershire and online across the world, in addition BSR has been selected to take part in Ofcom's small-scale DAB trial which sees us broadcasting on digital radio across central Bristol, BSR is regulated by Ofcom. BSR is a non-profit organisation registered as a Company Limited By Guarantee. We are currently in the process of applying for Charitable status.

Community Stations were originally conceived by Ofcom to act as a training ground for the next generation of radio presenters. At the time the BBC and most national stations had begun closing their doors to potential new presenters and had limited their training aspects, Community Stations were intended to become the feeder pools for these organisations.

Over the years that followed Ofcom changed the focus and purpose for Community Stations. As a result, although providing training opportunities for future radio personnel is still part of a Community Station's remit, the sole purpose for a Community Station's existence today is to facilitate and provide social gain within their local community. To this end all Community Stations operate under an individual set of Key Commitments which outlines how they will provide the mentioned social gain elements. Key Commitments are agreed upon with Ofcom at the time an FM Broadcast License is applied for. These Commitments are to be fulfilled in full and reported on to Ofcom on an annual basis. Failure to meet these Commitments results in a breach of your Ofcom license.

What we do

BSR's primary focus is on developing and supporting local communities throughout the South Gloucestershire area, to not only help in creating a greater sense of community cohesion within those areas but also to assist in bringing these separate communities together. In the last two years we have dedicated a large focus to working with newly formed communities in South Gloucestershire, examples of these being Charlton Hayes, Cheswick Village and Lyde Green. Below is a selection of the work BSR carries out to achieve our aims. Please also refer to our Key Commitments document for a broader understanding of how we operate.

- The Station's license area covers a large proportion of the most densely populated areas of South Gloucestershire, which has an ever-increasing mix of cultural and religious communities. BSR embraces this mix and uses the power of radio to bring together the many diverse groups and individuals in a shared experience and radio broadcast. Whether people are active volunteers or just enjoy the broadcast, all content is locally focused and will always give something to the volunteers and listeners and provides a rich variety of opportunity for training, social cohesion and capacity building. We have a large focus on reaching the under-served members of our communities.
- Our mixture of speech based and music interest/genre shows, combined with community programmes and local news are crucial to represent our audience and volunteers and inform everyone about our communities within South Gloucestershire. This is evidenced in our community-focused shows, a selection of which include our daily community shows, LGBT and Polish weekly community shows, our weekly Royal British Legion show and our local sports show which is presented by a GB Paralympian who is a student at SGS college. BSR has a two-

hour weekly local music show which highlights local artists and has at least one performer/band in the studio each week. Our live broadcasting constitutes on average 12-14 hours a day and outside of these live shows we have a very eclectic music scheduler which reflects the tastes of the community.

- We work with disadvantaged members of the community and those with mental health issues, providing them with not only a workplace in which to learn and experience new skills (from basic employability skills to more advanced technical aspects) but also to provide a stable and safe social environment which allows them interaction which they are not currently being provided elsewhere. We currently specialise in working with members of our community who are from the elder generation and those who suffer from Dementia and Autism. Many of our volunteers are trained in these areas.
- BSR provides a variety of training and work experience opportunities. We provide work experience for secondary school pupils throughout the region, many of whom have since joined us as volunteers once their work experience has ended. We provide internships for 16-18 year olds through the South Gloucestershire internship program. Working with Phoenix Social Enterprise and Seetec we provide six-month work placements for the long term unemployed. We provide work experience for young people on the Duke of Edinburgh Award Scheme. Working with SGS college we provide placements for students on their Traineeship programmes. We provide introductory media presentations and workshops to local youth groups such as Scouts and St. Johns Ambulance. We also take part in the South Gloucestershire Ambitions event which sees us providing workshops to 120+ students over two days. We provide full training in all areas of radio broadcasting and associated skills to our volunteers.
- BSR works closely with local community groups and charities to provide a media platform from which they can inform the community of their works, fundraising etc. The exposure we offer these groups also extends to our social media and free on-air advertising. To date we have worked with over 700 different community organisations and for many we are their only media outlet.
- BSR facilitates and provides services for live events which include schools, community projects and local authority festivals and displays, in the last year we have taken part in over 60 outside events (most community stations attend under 10 a year) across South Gloucestershire. BSR created the Bradley Stoke Carnival three years ago and continues to organise and run the event on an annual basis (although due to circumstances we are taking this year off). We facilitate and host the demonstration field for the Bradley Stoke Festival and provide audio equipment, musical entertainment and broadcast services across the 3 days of the event. We work with the Willow Brook Centre to organise and facilitate Bradley Stokes Got Music, a local talent contest. The winner of the first contest, a young girl from our Polish community has since gone on to appear on other radio stations across the region and has been offered a role in an upcoming theater production. Also in association with the Willow Brook Centre we facilitate Bradley Stokes annual Christmas lights switch on. Over the past two years we have also been invited to broadcast from and provide services for events across the South West region, to the extent that we have broadcast more live hours from community events across the South West region than any other station, be they community or commercial. The main principle behind extending our presence further afield is to assist in strengthening the ties between the communities in South Gloucestershire and their neighboring regions and to bring the culture and awareness of our communities to a new audience. A selection of these events include opening the Bristol Harbour Festival for the last two years with a live concert facilitated by ourselves and continuing to broadcast live from the Festival for the entirety of the event. We also provided and ran the Acoustic Music Stage for the International Balloon Fiesta, which saw us providing live music and broadcast for the four days of the Fiesta (we believe we now hold the record for most hours of live broadcasting from the event, a total of 38), we have been invited back to run the stage again this year. We are now the main Radio partner for the Bristol Acoustic Music Festival which takes place in January each year. We were also the main radio partner for the Bristol Old Vic's birthday celebrations this year. Christmas 2015 also saw us as the main media partner for

Staple Hill's Christmas on the Hill, we stepped in to replace the BBC. Outside broadcasts and local sporting events are also covered and we are now seen as a worthy part of many local events and community activities and are planning to build on our current presence.

Costs

As BSR is an ongoing project our primary costs are also ongoing. These running costs take the form of license fees (of which there are currently 9), premises lease and associated service costs, I.T. and communication costs etc. In all our annual running costs are £15-20k pa.