

## Community Partnership Grant Application

### Section 1 – Organisation Details

Contact Details	
Name of Group:	Alde and Blyth Community Radio CIC
Address (incl. Post Code)	c/o Fairweather Law, 16 Wentworth Road, Aldeburgh, Suffolk. IP15 5BB
Project Lead (Name & Position):	Mark Fairweather, Founder, Wayne Burns, Project Lead, Derek Wyatt, Chair, Paul Rosher, Licensing and Strategy
Contact Email Address:	Wayneoffice9959@aol.com
Contact Telephone Number:	07743 700736

Group Status	
<input checked="" type="checkbox"/> Community or voluntary group <input type="checkbox"/> Registered Charity <input type="checkbox"/> Community Interest Organisation (CIO) <input type="checkbox"/> Local Branch of a National Organisation <input type="checkbox"/> Charitable Company Limited by Guarantee	<input checked="" type="checkbox"/> CIC / Social Enterprise <input type="checkbox"/> School <input type="checkbox"/> Village Hall/Recreation Ground C'tee Town or Parish Council <input type="checkbox"/> Other
If registered charity, please state number:	
If registered as a company e.g. Community Interest Company or Limited By Guarantee, please state number:	<b>13063648</b>

Supporting Documents	
Does your organisation have the relevant policies and procedures in place? Please tick those which are applicable to your organisation/this project:	
Constitution / set of rules	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Child Protection Policy	Yes <input type="checkbox"/> No <input type="checkbox"/> Not applicable <input checked="" type="checkbox"/>
Vulnerable Adults Policy	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not applicable <input type="checkbox"/>
Health & Safety Policy	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not applicable <input type="checkbox"/>
Equal Opportunities Policy	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

## Section 2 – Project details

### Project description

#### Please provide a brief description of your planned project or activity

*We need to know the following:*

- *What you intend to do*
- *How you intend to do it*
- *How your project demonstrates value for money*

ABC Radio (Alde and Blyth Community Radio) is the first radio station to cover the location of the community partnership area, as well as slightly outside, and is being set up, equipped and curated from scratch. This radio station is being created by a committed board who have already made considerable progress towards its launch, and it will be able to go live in a provisional format on Friday 30<sup>th</sup> April 2021. It will initially broadcast at weekends only, however, this is planned to expand. The board has a business plan, a clearly and detailed costs schedule, a route to sustainability from commercial advertising and a five year plan which includes launching on FM broadcasting and moving broadcasts to seven days per week. The programming will be professionally managed by Wayne Burns of Leiston Film Theatre, with a carefully selected and trained selection of experienced volunteer DJ's. The radio station will broadcast via the internet to begin with, as well as being available on Amazon Alexa devices.

The Radio station is being set up in response to the Covid-19 pandemic and the loneliness/isolation and social difficulties, including poverty, that have been caused by it. It will promote local businesses, encourage remote social interaction and phone in's, focus on local issues, encourage walking and physical activities in the area, as well as tourism and give people an outlet to engage with others in the area to improve their mental health. Programming reflects these aims which will be included as an appendix to this application.

This radio station will be the first of its kind specifically designed for the coastal communities in rural East Suffolk and has no other competitors for such local and appropriate community content. We wanted to design something that meets the unique needs of these communities on the rurally isolated coast, as well as encouraging those communities to shop local, enjoy entertainment within the area and engage on local issues. The catchment area of the radio station is likely to have around 52,000 potential listeners resident in the area, many of whom have significant buying power and influence within the local community. In addition to this, the Destination Research Tourism Economic Impact of Tourism Report 2019 stated there were 12,478,000 trips to this area of the East Suffolk District per year, with popular resorts, covered in the catchment area (both Aldeburgh and

Southwold), receiving high levels of visitors continuously throughout the year.

ABC Radio shall be heavily focused on COVID-19 recovery and will be offering a range of supportive programmes. This will be complimented with a mix of ABC Radio local news, music, arts, tourism, energy, business, politics, sport, features and interviews. We believe we will become a prominent information focus for Suffolk Coastal and our web site and social media presence will give us a unique offering, helping and supporting our communities through our portal. We will adhere to the highest professional and ethical standards and comply with the Ofcom broadcasting code to give East Suffolk a radio station that everyone can be proud of.

Since its inception in the Autumn of 2020, the radio station has already:

- Formed a professional board with specific responsibilities and expertise
- Developed a logo and had it designed
- Obtained premises to broadcast from (in Saxmundham) and signed a contract with Saxmundham Town Council.
- Got professional pro bono legal representation in place from Mark Fairweather, local solicitor.
- Got professional pro bono financial support in place
- Scoped out what equipment is required, and with the finances raised to date from various sources (to be included later in this report) has begun ordering equipment.
- Got furniture in place and equipped the studio with all except the broadcasting equipment
- Designed a programming schedule
- Launched the radio station and begun advertising, including speaking to potential advertisers and pitching for business
- Advertised for, selected and recruited volunteer professional broadcasters. They are in the process of being trained and designing their show content
- Screen testing the equipment
- Got a prop bono technical radio broadcast support specialist in place who has worked with the Film Theatre, and will be setting up the equipment to broadcast in the studio

The total costs of the project, for all marketing, development, accommodation, capital equipment and licences are £25,025.

ABC Radio would like to ask the Community Partnership for **£7,138** (28% of the total amount it will cost to complete this project), which is the amount yet to raise in order to cover all the costs arising from the launch. The Radio station are able to defer some costs until after launch so they can deliver a functioning radio station on 30<sup>th</sup> April. However, costs after launch will still require payment.

This provides excellent value for money, as the other 72% of required finances have been raised by match and partnership funding. In addition to that, this project has tremendous legacy for the area and will not need to approach the Community Partnership again as it has a sustainability plan and intends to expand its reach (FM licence), its time spent broadcasting and its diversity of programming as well as the number of partners it works with.

The planned project covers the period to at least the end of March 2023 and will cover the Community Partnership Area: Aldeburgh, Leiston, Saxmundham and villages.

Below: an image of the studio set up in Saxmundham, minus the technical broadcast equipment.



**How does your project or activity address the following priorities (up to 200 words):**

***P1. Isolation***

***P2. Mental Health***

***P3. Obesity***

***P4. Low income***

***P5. Education attainment***

- 1) Isolation – The radio station will be strongly promoted to groups most at risk of social isolation and will work closely with the recipients of GrandPads as well as

those less familiar with technology, to give them a method to listen in. ABC Radio will also be giving away an Amazon Alexa Dot every weekend in May for listeners to win, or to nominate to gift to someone in their community who would benefit from listening to ABC Radio (an elderly person or someone living alone).

Programming will also cover.

- 2) Mental Health – The radio station is targeted strongly towards local people who are isolated and are less able to leave their homes (which is the vast majority of the community partnership area population) and will feature a lot of programming to make them feel more included, and when safe to do so, encourage them out to community events and make them aware of community activities. There will be entertainment and comedy suitable for all, with a strong focus on laughter being the best medicine for those feeling alone. The programme schedule contains further details as to how this will be delivered and is shaped by Wayne Burns and his knowledge of the isolated customers of the Film Theatre who returned between lockdowns. There will also be signposting for assistance with difficulties in the form of segways before shows and mentions during the various programmes.
- 3) Obesity – The show programmes will have a focus on healthy eating, a cooking form seasonal produce and local shops in the partnership area, as well as local walks to go on, groups to join and clubs to encourage physical activity. The station wants local people out and about as much as possible when its safe for them to do so, using local businesses and keeping healthy and well, growing community clubs and activities.
- 4) Low Income – the radio station will be very accessible to low income families and individuals, with entertainment available for the price of their internet connection. The station will also push and promote all free activities in the area that will not require payments to take part and be a universal service to all listeners. There is no subscription fee.
- 5) Educational Attainment – the Radio Station is working with people who want to grow their skills in broadcasting, develop a niche in comedy or entertainment and to teach them new skills in the creative area, in exchange for their time and commitment to the radio station. The radio station is working with local schools and universities to recruit those over 18 into these positions, and as it expands, hopes to offer apprenticeships which could lead to careers in broadcasting or journalism.

**How was the need for the activity/project identified (up to 200 words):**

- *Please specify if your project idea is a result of a Parish/Neighbourhood Plan, a Market Town health check, a questionnaire or another means of consultation/engagement.*
- *You can also show need through anecdotal evidence such as ticket sales/reviews or events.*

The ABC Radio vision is to create a radio station, that for the first time, brings together our huge tourist presence in the area, the local community and the transient population that may come to the area to construct Sizewell C and give them collective entertainment, culture, programmes of interest and opportunities to support local business.

This area is truly unique, in that its stable population of residents is 52,000, but its visitor numbers being in the hundreds of thousands. Those visitors spend around £695,187,00 and contribute to 11,000 full time equivalent jobs.

The stable population are older, with the largest age group being those aged 70-74, and this age group spend an average of 879 minutes per week listening to the radio, around 14 hours per week<sup>1</sup>.

Statistics from The Drum<sup>2</sup> show that 89% of British people still tune into the radio each week to listen to shows, with an average time spent listening of 21.3 hours per week. Local radio stations across the county receive an average of 8.3 million listeners per week, with the majority of those being older people.

ABC Radio have carefully considered who our audience will be, what they would like to listen to and how they will access us, as well as drawing both information and intelligence from other local start up radio stations, such as Rendlesham Community Radio.

Leiston and Sizewell, in particular, are awaiting the outcome of the Sizewell C power station proposal, which will see the population of Leiston, Sizewell and the surrounding geographic vicinity swell by up to an additional 10,000 people, for a period of up to ten years throughout the construction phase. This new transient population will not be familiar with the area and some may be staying as they take up long term roles in the new power station. Arts and cultural offerings have long been methods of bringing communities together and building community cohesion. In previous developments of the Sizewell A and B power stations in 1961 and 1987, there were tensions between residents in the area and construction workers and no shared spaces for entertainment, building relationships or developing an understanding of the different communities. We see ABC Radio as a vital part of that, working closely with East Suffolk Council, Suffolk County Council, EDF (the developer), local businesses, well-known local entertainers and musicians as well as community groups.

The following is a precis of the shows and contents which will be broadcast to demonstrate how local people can feel part of and contribute strongly to the content.

- **Stage and Screen** – Promoting all that is great in the area with our three fantastic independent cinemas and arts venues, with music from the screen and theatre, as well as celebrating local festivals that happen annually in the area (The Aldeburgh

<sup>1</sup> [1 \(ofcom.org.uk\)](https://www.ofcom.gov.uk/consult/condocs/radio/2020/20200614/radio20200614.pdf) retrieved 9<sup>th</sup> November 2020

<sup>2</sup> [90% of Brits still tune into radio each week | The Drum](https://www.thedrum.com/news/2020/11/09/90-percent-of-brits-still-tune-into-radio-each-week) retrieved 9<sup>th</sup> November 2020

Festival, Latitude, Folk East and First Light). This is for the audiences of the local area, tourists and visitors to the festivals to encourage them to stay in the area for longer at the end of the events.

- **Friday Folk** – The very best in contemporary Folk, Maritime, Skiffle, Americana music, plus a comprehensive gig guide. We may even have guest musicians on the show when scheduling allows.
- **Guess who's coming to Dinner** – Guest driven slot where they choose any five people that they would like to invite for dinner, dead or alive, with their choice of drinks and musical menu. Our version of desert island discs unique to East Suffolk.
- **That Friday Feeling** – The start of the weekend with an hour of conversation, laughs, local topics and promoting what's on this weekend in the area.
- **The Full English Breakfast** – A show of chat, tunes, topics of the day and weather, plus more events that are happening in the area – with plenty of promotion of local businesses.
- **Wayne at the Weekend** – Wayne hosts two hours of light-hearted banter, competitions, regular features and special guests with great music. This programme can be sampled every Sunday morning between 10am and 12 noon at: [www.rendleshamcommunityradio.co.uk](http://www.rendleshamcommunityradio.co.uk)
- **Window Dressing** – Working with local businesses and with input from the Economic Development Team at East Suffolk, to encourage people to use the fantastic local facilities and businesses as much as possible. Seasonal themes with a focus on a sector each week – restaurants/pubs/the arts/food tasting in the specialist food shops/try something new/seaside fashion etc.
- **Community News** – Magazine style programme concentrating on local issues for local people.
- **Sport on Saturday** – Local sports news and possible live commentary from Leiston Football Club.
- **The Classics** – 60 minutes of classical music, those you know well and those you may have heard from films.
- **Book Club** – All that is popular in literature this week, where you can get your books (promoting local bookshops and libraries), a review from a local book club and a read



of the week, plus occasional guest authors.

- **The Eco Show** – Environmental news, clever ways to recycle, places to donate your unwanted goods to help those in need, Eco shops in the area e.g. Refill in Leiston and others. Top tips for saving money/extending the life of items/food etc.
  - **The Saturday Jukebox** – A weekly request show, where anyone in the area can phone/text/email in and request their favourite song and tell us why.
  - **Today's Hits, Today** – a chart music show, with support from local youth and community groups.
  - **The Continental Breakfast** – Gentle conversation. Lifestyle and relaxing music to start your day.
  - **The Politics Show** – A lively panel-based debate programme with discussion of local issues and with guest appearances from local political figures, inviting listener's questions.
  - **Sunday Service** – Hymns and readings with thought for the week
  - **Two for Tea** – An informal programme that encourages listeners to suggest the topics of conversation, with music chosen to reflect the focus of the show that week.
  - **Country Music Show** – For all country music fans. Requests, interviews and promotion of local gigs and musicians.
  - **Money Matters** – Support with your money, guest advice from the Citizens Advice Bureau, good investments locally, money matters of interest to the local community.
  - **The Sunday Session** – Live or recorded music from a local band or performer.
  - **Ladies' Night** – A female focused show in a magazine style with music, female presenters and banter.
  - **Smooth on Sunday** – The very best Jazz, Blues and Soul Music, seasonally focusing on artists who may be appearing at Latitude, Folk East and First Light.
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When will your project start and finish?	
Start Date (MM/YY)	30/04/2021
Finish Date (MM/YY)	No set end date, but initially running for two years to develop full financial independence.

### Section 3 – Budgets

Project Funding	
Total Cost of the Project:	£25,025
How much grant is required?	£7,138
How much match funding is in place? (if applicable)	<p>£14,861.67 already in place</p> <p>Awaiting outcome of additional £3,000 of applications to Magnox Community Fund, Southwold Town Council and Wickham Market Parish Council</p> <p>Funding already awarded:</p> <ul style="list-style-type: none"> <li>• ESC Cllr TJ Haworth-Culf Locality Budget - £1,200</li> <li>• ESC Cllr J Bond Locality Budget - £1,200</li> <li>• ESC Cllr T Cooper Locality Budget - £3,211.67</li> <li>• SCC Cllr R Rainger Locality Budget - £2,500</li> <li>• EDF SZC Neighbourhood Fund - £750</li> <li>• Leiston Town Council - £500</li> <li>• Aldeburgh Town Council - £1,000</li> <li>• EDF SZB Community Fund - £1,000</li> <li>• Saxmundham Town Council - £2,500</li> </ul>

### Section 4 – Outcomes/Monitoring

<p><b>What are the anticipated outcomes:</b></p> <p><i>Outcomes are the specific changes that you want to result from the project</i></p>
<p>The intention for the Alde and Blyth Community Radio is to act as the beating heart of all our community partnership area, a service that they don't have at the moment. They will be our reason to be and to continue to grow and develop content to meet their needs, especially for them.</p>

We will connect them by streaming online and by D.A.B. We have just over 52,000 people in our catchment area which grows to over 300,000 in the summer months. We will build our schedule around them. We will also work with our media students in our local universities, colleges and secondary schools and offer bursaries to help them, help us.

The plans are for us to start small at the beginning, partly to bed in our presenters and programming, partly to feel comfortable with the technology and partly to build a reputation and audience. We will be funded by advertising, sponsorship and donations to make the station viable. Post COVID-19 provides an opportunity for us to link people together, to provide local information, support and to generally do what a community radio does best, which is to connect its listeners to their own unique communities.

By mid to late October 2021, we hope to be offering an evening service, Monday-Friday and all-day Saturday and Sunday. By Christmas, we hope to move to eight hours a day, five days a week and in 2022, extend to a full service.

Beyond our first year, we would investigate expanding into the 'platform' ubiquity of community radio by developing our social networks on one single platform and to engage with all other online services in our towns and villages so that there is just one coastal Suffolk platform serving everybody. By the middle of our second year we would like to cement the two offerings - the radio programming and our online platform. We think this would be a first in the UK.

We would also like to reach out globally to those people with strong connections with the area but who live abroad for one reason or another: they would be our ABCXP listeners. By our third year we hope we could take other start-up community radio stations under our wing. But, one thing at a time. We have a board of local people, with rich hinterlands and a range of consultants, some with international marketing and sponsorship expertise and others with hands on commercial radio knowledge.

We are keen to attract one or two more board members especially those in the 16-25 age group. We might even think about whether they could provide us with a 'second strand' streamed community element using our single platform offering. There's plenty to think about! But first we must raise the funds.

**How will you monitor and evaluate progress towards these outcomes?**

*i.e What information do you need to record as the project develops to track progress*

The professional broadcasting system that ABC Radio is using to stream its content is able to provide accurate data on listener figures and locations (UK and worldwide), to include tracking of the 'listen again' service. This information will be collated and used to support the station's structure, future strategy and provide information to those wishing to engage with ABC Radio through advertising and sponsorship. These figures will be monitored and reported to the board on a regular basis. This information may be required by OfCom and PRS at certain times too.

Information will be recorded in relation to activities, contacts and outcomes whilst being compliant with GDPR Regulations.

### **How will you promote and publicise the project?**

*N.B. We expect you to acknowledge East Suffolk Council funding support in any relevant publicity.*

The marketing for ABC Radio will be a combination of free and paid-for advertising, comprising of mainly social media and in print, as well as T.V. and radio, where possible.

#### **SOCIAL MEDIA**

ABC will have a social media presence on Facebook, Twitter and Instagram, with a constant balance of free posts and paid for 'sponsored' adverts. All presenters will have access to these social media assets, to promote their individual programmes and features, with the 'sponsored' adverts controlled by a delegated individual. All posts will have to meet criteria to maintain a professional standard. Each programme will have its own image (provided by ABC) to ensure continuity of advertising content. Each presenter will be prompted to engage with ABC's social media 'friends and followers', to encourage participation in the various programme - i.e. *This week on Wayne at the Weekend, we'd like to know what's the worst Christmas present you've ever received? Comment below and we'll enter you into our daily draw.* Comments can then be used as part of the relevant feature, to inspire audience participation. Presenters would encourage businesses participating in the various programmes to 'post and tweet' about their appearance on ABC, prior to, during and as a 'listen again' option.

#### **COMPETITIONS**

ABC will engage with local businesses to offer various competition prizes, as part of any feature - e.g. if a restaurant is 'on air' chatting about their Valentine's Day promotion, the presenter will try to encourage the business to provide a donation to be used on the station as a prize, or as part of an ABC fund raising activity. Competition prizes should be of a good standard and initially may include several D.A.B. radios, or Smart Devices to promote the fact that ABC can be received on these items. Station 'launch' competitions will also be investigated with local publications and social media 'LIKE and SHARE' promotions, offering a substantial prize, will surely prove very popular.

#### **PRINT**

There are several physical printed publications throughout ABC's broadcasting area and many of these are available as 'online' editions. The prominent free publications are: *The Southwold Gazette and Aldeburgh Gazette* (Southwold Press), *Community News* (Micropress, Reydon) and *Leiston Observer, Saxmundham News, Southwold Organ, Aldeburgh Times* (Leiston Press). There are numerous other smaller parish magazines/newsletters and glossy magazines, which are published on a monthly or quarterly basis and these will need to be considered if budget permits. Any physical print advertising would have to be 'generic' in design and on a regular basis (discounts are usually available for annual commitments) and would need to be in full colour and of a decent size (half or full page). Publishers will usually offer free editorial content, where a regular commitment of advertising has been agreed and ABC's presenters may contribute editorial to promote their individual programmes, to ensure that each column is topical and non-repetitive. The main newspaper for ABC's broadcasting area is the East Anglian Daily Times, who will hopefully cover the stations 'launch', with various carefully contrived follow-ups! Whereas the EADT's readership is low, any stories are usually covered by their website to maximise awareness. Again, there is ample opportunity to 'tie-in' with all these publications for free on their social media pages.

#### **RADIO**

It would be highly unlikely that any other radio station will be actively involved in promoting the competition. However, it would be reasonable to expect limited coverage as part of the station's 'launch' event.

#### **T.V.**

ABC will encourage televised news coverage to support the station's 'launch' and will be issuing press releases and contacting local television media to encourage them to cover the story.

#### **OTHER OPPORTUNITIES**

Other marketing materials to consider may include pop-ups, counter/table cards, window/car stickers etc. Working with the likes of 'Best of Suffolk', it would be reasonable to imagine that these businesses would actively promote ABC through their various property packs. Cinemas will be able to screen slides advertising ABC ahead of their programmes.

#### **Declaration**

I am authorised and eligible to sign and approve this application on behalf of the organisation and declare the information included in this application is true and accurate.

By signing below, the information you have supplied is being collected to allow us to process your application. By completing this form, you consent to East Suffolk using your information in this way.

I understand that in the assessment of this application the Council may share information contained within it, with other core funders for funding programmes we have applied too,

relevant Council directorates and committees.

If you do not provide your consent, we will not be able to process this application. Your information will not be used for any other purpose unless we obtain your consent.

Your information will be retained for 4 years. You can request that your information is deleted at any time.

Data will be processed and held securely and in accordance with the General Data Protection Regulation (and any updates).

Further information about data protection can be found on the East Suffolk Website <http://www.eastsuffolk.gov.uk/assets/Your-Council/Access-to-Information/Privacy-Notices/Communities-Privacy-Notice.pdf>

***To comply with General Data Protection Regulation 2018 and Data Protection Act 2018, I confirm that I have given my consent for my personal data to be used in accordance with the privacy notice above (please tick the box) X***

**Signature: Wayne Burns**

**Date: 01.03.21**

*Enter your name only if you agree to be bound by the terms set out in this form. We will treat this as your signature of the form.*

Please submit this Grant application to [grants@eastsuffolk.gov.uk](mailto:grants@eastsuffolk.gov.uk)