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QUEEN ANNE'S GATE LONDON SW1H 9AT

10 June 1986

Dear Willie,

COMMUNITY RADIO

You will remember that last year it was decided, with H Committee approval, to go ahead with a two year experiment in community radio on the lines set out in Leon Brittan's reply to a PQ on 11 July (Official Report, Col. 505). (The notes for the guidance of those wanting to participate in the experiment were circulated by Leon Brittan to H colleagues on 23 July (copy at Appendix 1)). An Advisory Panel was appointed to advise on the selection of applicants for the 21 licences on offer, which were heavily over-subscribed. The Panel reported to me in February. Since then I have been considering both their recommendations and some possible modifications in the regulatory framework for the experiment. The purpose of this letter is to invite agreement that the experiment should now proceed on the basis set out below. As agreed last year, the long-term regime for community radio should be addressed in the promised Green Paper, and my recent statements that this paper will need to look at radio policy in the round have been widely welcomed by broadcasting interests.

The Advisory Panel's report (which I do not propose to publish) makes recommendations which are very much in line with the agreed objectives for the experiment, i.e. broadening the diversity of consumer choice by offering the community concerned an additional service which is distinct in character from what is already available. I have considered the recommendations carefully. I am clearly not bound to accept them but my approach has been that they ought not to be rejected other than for good reason. In fact I accept all the Panel's suggested choices, bar one. This concerns an Arabic language station in London whose application was based on false information about the size of its potential audience, and the Panel is willing to endorse my decision to replace the Arabic station by another West London group. My proposed list is at Appendix 2. This incorporates the Panel's view that the number and quality of applications from London (191 out of the total of 270 received) merit the issue of three additional licences there. The list at Appendix 2 will provide a good balance of stations across the country, providing locally orientated or specialist interest programming. They divide evenly between profit-making and cost-covering ventures and will enable the experiment to test the viability and effect of stations set up and financed in different ways.

The overall standard of applications was high. But in one of the advertised areas (Dumfries) the Panel concluded that none of the applications was satisfactory. I accept this advice, and propose, when announcing the next steps, to say that I will make available a licence in another area in Scotland as soon as possible. I shall be consulting separately the Secretary of State for Scotland about where this should be.

The Rt Hon The Viscount Whitelaw, CH., MC.

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One of the most significant features of the experiment, looked at as a whole, will be the outlets which it will provide for ethnic minority groups, with foreign language broadcasting as a major feature of a number of urban stations. The response to the experiment from the minority communities was very marked, both in terms of the volume of applications for licences, their quality and the strength of the case they made for an increased share of broadcasting resources. The Panel felt that the experiment offered an opportunity for a positive step forward in community relations, and I support this view.

Of course the experiment has its political problems and I propose some modifications to its regime. As Leon Brittan explained in his letter of 28 June last year to you and H colleagues, a quick experiment required us to proceed under the Wireless Telegraphy Act 1949 with the limitations that imposed. This produces the awkwardness that there is no broadcasting authority responsible for safeguarding the public interest, and that there are limits to the conditions that can be applied through the licences; that enforcement of licence conditions will not be straightforward and even where breaches of the licence conditions are established or admitted the sanctions available are very limited. All this means that the experiment would have to run with a very light regulatory touch and that revocation of a licence would have to be reserved for particularly serious breaches of licence conditions. As the original guidelines (Appendix 1) made clear, stations would not be permitted to broadcast material offending against good taste or decency or likely to be offensive to public feeling or to incite to crime or lead to disorder or material unsuitable for children during the day. They also made it clear that stations which were primarily religious or political in character would not be licensed.

My own view is that our responsibility to the public during the experimental period, and the need to ensure that the long-term future of this potentially exciting new form of broadcasting is not compromised by early abuse, require some strengthening of the proposed regulatory arrangements. First, I propose to borrow from the existing cable television legislation the additional requirement that the service offered by the station should, when taken as a whole, "avoid giving undue prominence to the views and opinions of particular persons or bodies on religious matters or matters of political or industrial controversy or relating to current public policy". I feel that this should reduce the possibility of abuse by politically motivated groups without preventing these small stations from having an editorial point of view on the analogy with local newspapers. In addition, I propose to prohibit political advertising. Stations will, of course, be subject to election law.

Second, if the licence conditions are to be enforceable then stations must be obliged to keep tape recordings of their output for three months and produce tapes to the Home Office on request. This will be a safeguard, too, where legal proceedings have to be taken against the station. This requirement will be an additional licence condition.

I think there would be disquiet were I seen to be acting as a broadcasting regulatory authority during the experimental phase, without the benefit of independent advice. Accordingly I have suggested to the Advisory Panel that they should remain together to provide an over-view of the experiment. They have agreed in addition to advise me where there are any allegations that there has been a breach of licence conditions or a complaint of a more general kind. The Panel would also advise me whether there was any evidence either that the character of the service, taken as a whole, was different from that proposed in the licence application and/or that such breaches of the other licence conditions had occurred when considered in isolation or in combination with others as to justify the revocation of the licence or some other enforcement action.



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I have been in touch with the Chancellor of the Duchy of Lancaster about these modifications of the original scheme and am grateful for his concurrence.

In devising the modified arrangements described above I have had very much in mind the risk that some ethnic minority broadcasting could pose for our relations with other Governments, and Giles Shaw has been in touch with his opposite numbers in the Foreign & Commonwealth Office about this. My hope is that the modifications to the regulatory arrangements preserve the essence of the experiment - which is intended to mark a clear departure from the kind of broadcasting services and their regulation which now exists - while providing desirable safeguards against any irresponsible use of the licence. The arrangements will not, of course, provide a guarantee that material which may be unwelcome to an overseas Government is not broadcast, but it is hard to see what could. I take the view that these provisions go as far as is reasonable in further restricting the output of experimental stations. It is, of course, a relevant factor that any decisions I make to revoke a licence will be open to challenge in the courts.

One potential source of overtly political input into community radio stations comes from the involvement of local authorities. The announcement of the experiment specifically ruled out applications from stations that were primarily political in character, but did not prevent applicants from seeking funding or other political help from local authorities. Leon Brittan's letter of 24 July addressed to the then Secretary of State for the Environment and copied to H colleagues explained the reasons for this. In consequence a number of the stations recommended by the Panel in various parts of the country have arranged or obtained promises of such help. I am clear that we could not now justify asking stations to undo their funding arrangements, and the safeguards I have already outlined should prevent the use of stations as political platforms. However, as a final check on the suitability of recommended stations, I have it in mind that my officials will interview those concerned with the stations once I have announced that I am minded to take further the Panel's advice that they should receive licences. These interviews will establish that they understand and can comply with the licence conditions, and test the nature of each station's relationship with its community local authority or other source of finance. The issue of future local authority funding for radio will need to be addressed in the Green Paper on radio policy and I shall be consulting Nicholas Ridley about what we should say in that context.

A substantial demand and enthusiasm for community radio now appears to exist. Several months have passed since the Panel reported. The delay has already caused practical difficulties to a number of applicants, and criticism is growing. An early announcement will still allow us the credit for taking the initiative to set up the experiment. I invite colleagues to agree that the experiment should now proceed quickly, on the basis of the list at Appendix 2 and the additional safeguards outlined above. I would propose, subject to agreement, to make the announcement by an Arranged Parliamentary Question on the lines of the attached draft and to do so in the last week of June. You will see this draft does not commit me finally to granting licences to any particular groups.

Copies of this letter go to the Prime Minister, the Foreign & Commonwealth Secretary, members of H Committee, Paul Channon and Sir Robert Armstrong.

*Yours,*  
*Douglas*  
June 1986

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### DRAFT PARLIAMENTARY QUESTION

To ask the Secretary of State for the Home Department, whether he will make a statement about the Community Radio Experiment.

### DRAFT REPLY

Last year my predecessor invited applications for 21 experimental community radio licences, explaining that in selecting the successful applicants he would have the benefit of advice from a Panel of Advisers under the Chairmanship of Mr Stephen O'Brien. I am most grateful to him and his colleagues for their careful work in sifting the large number of applications which were made. The original announcement made it clear that the central criterion for the experiment would be that the experimental stations should enhance existing broadcasting arrangements and broaden the diversity of consumer choice by offering the community in question an additional service which is distinct in character, whether because of the nature of the programming, its emphasis on local or specialist interests, its appeal to specific community concerns, or for other reasons. [In addition, the Panel kept in mind the degree of community support an application appeared to have and the degree of community involvement envisaged, for example, in the proposed constitutional arrangements.]

2. The Panel took the view that the number and quality of applications received from stations seeking to broadcast in London were such that one additional community of interest licence and two additional small neighbourhood licences would strengthen the balance of the experiment there. On the basis of this advice I am minded to increase the number of experimental licences available for the experiment to 24.

3. I have a responsibility to ensure that the arrangements for the experiment are such as to provide a fair test, with suitable safeguards, of the extent to which the experimental services meet the needs of the community concerned, so as to provide a sound basis for the future of community radio. Accordingly, although I do not propose to depart from the aim of providing an experiment in a form of broadcasting subject to a



relatively light regulatory touch I do propose to modify the arrangements in a number of ways. First, I am glad to say that the Advisory Panel has agreed to continue in being to provide an overview of the experiment. In addition it will advise me whether there is any evidence either that the character of the service provided by a particular station, taken as a whole, is so different from that proposed in the licence application and/or that such breaches of the other licence conditions have occurred when considered in isolation or in combination with others as to justify the revocation of the licence or some other preliminary enforcement action. Second, I propose to include a new licence condition, modelled on cable experience, providing that taking the service as a whole, undue prominence shall not be given to the views and opinions of particular persons or bodies on religious matters or matters of political or industrial controversy or relating to current public policy. This is not intended to prevent stations expressing, as existing broadcasting authorities may not, their own editorial points of view, but it should provide a measure of fair play. It has of course always been envisaged that the licences should prevent the broadcast of material offending against good taste or decency or likely to encourage or invite to crime or lead to disorder or to be offensive to public feeling. Third, I plan to make it a condition of the licence that stations should keep for three months taped records of their output and produce these on request to the Home Office or to the Advisory Panel.

4. As already announced, we shall publish a Green Paper on the future of radio services as a whole, including the possible place community radio will have in a system of broadcasting after the experimental period.

5. Having given careful consideration to the Panel's advice I am minded to grant licences to those listed below. However, before reaching a final decision I am inviting representatives of the following applicant groups for meetings at the Home Office to ensure a common understanding of the licensing and other arrangements for the experiments to which, as I have explained, I have made some modifications.



Afro-Caribbean Community Radio Project	(SOUTH LONDON)
Aylesbury Vale Radio	
Cambridge Community Radio Group	
Colchester Broadcasting	
Community Radio for Hebden Bridge	
Cornish Waves	
Heartland Radio Limited	(SOLIHULL)
Heart of London Radio	
Hounslow Community Radio Company	
International Jazz Club Radio	(NORTH LONDON)
London Community Radio	
Purbeck Radio Limited	
Radio Gogarth Group	(NORTH WEST WALES)
Radio Rutland Community Trust	
Radio Tower	(LONDON)
Rhondda Community Radio	
Ryka-Cypriot Broadcasting Service (England) Ltd	(LONDON)
Shetland Island Company Limited	
Spectrum Radio	(NORTH LONDON)
Sunderland Community Radio Association Limited	
Sunset Radio	(GREATER MANCHESTER)
Voice of the People Trust	(LONDON)
Wirrall Community Radio	

6. On the Panel's advice I do not propose at this stage to issue a licence for the Dumfries area. I shall, however, invite applications for a small neighbourhood licence in another locality in Scotland.

7. I shall make a further announcement when I reach a final decision on the grant of licences.



## COMMUNITY RADIO: GUIDANCE NOTE ON THE LICENSING OF EXPERIMENTAL STATIONS

1. In answer to Parliamentary Questions on 11 and 25 July (copies at Annex A) the Home Secretary announced the Government's intention of licensing a number of community radio stations for an experimental period of two years. These notes are intended to provide guidance to those interested in preparing applications for licences.

### General Approach

2. The Government's general approach is set out at Annex A. The Government is looking for applications which seek to enhance our existing broadcasting arrangements and broaden the diversity of consumer choice by offering the community in question an additional service which is distinct in character, whether because of the nature of the programming, its emphasis on local or specialist interests, its appeal to specific community concerns, or for other reasons. In other words, the Government is looking for services which would be additional to and different from our existing local radio services. An application which, for example, simply mirrors the most popular programming elements of existing radio services is unlikely to be successful.

### Types of station

3. There are two broad concepts of community radio. The first, the neighbourhood concept, represents the most local form of broadcasting, to a population much smaller in general than that served by existing local radio services. For the purposes of the experiment, 15 frequency assignments have been set aside for small neighbourhood stations with a service radius of about 5 kilometres. A further two assignments have been made for neighbourhood stations serving a larger coverage area. The second concept of community radio is of a station broadcasting to a "community of interest", such as an ethnic group or the enthusiasts for a particular kind of music. Three experimental licences will be issued for this type of station, with a service radius of about 10 kilometres. Applicants should note that the two concepts of community radio are not mutually exclusive, and that it will be open to applicants to seek to provide special interest, such as ethnic broadcasting, stations in the neighbourhood locations.

### Licensing

4. Licences will be issued by the Home Office under the Wireless Telegraphy Act 1949. A fee of £100 per annum will be payable for neighbourhood stations, and £500 per annum for community of interest stations. Licences will run for one year, and will be subject to renewal for the second year of the experiment. Applicants should understand that there is no guarantee that licences will continue to be available at the end of the experiment. Future policy in relation to community radio will be determined following consultations on the Green Paper on community radio, which the Government hope to publish in Summer 1986. Applicants should also be aware that, while it is hoped that the frequencies assigned to community radio stations will be available throughout the period of the experiment, it may be necessary in exceptional circumstances to change a particular frequency and/or other transmission parameters.



5. The intention is that the experiment should be run with the minimum of regulation. Stations will, however, be expected to provide such information as the Home Office, as licensing authority may seek. Also, the performance of stations is likely to be monitored from time to time, particularly in relation to the research studies mentioned in Annex A, and any breach of licence conditions may result in the licence being revoked.

#### Timetable

6. With a view to stations being able to broadcast in early 1986, all applications for experimental licences must be submitted in the manner outlined in paragraph 18 by Monday 30 September 1985. It is expected that applications will be considered by an Advisory Panel which will be set up to advise the Home Secretary. Decisions will, it is hoped, be announced in December.

#### Ownership

7. The limitations on ownership will be as follows:

- i. licences will not be issued to persons or groups having an interest in another station;
- ii. licences will not be issued to groups in which independent television or local radio companies have a majority interest or to groups of which local authorities or political parties are part, joint or full owners;
- iii. stations which are primarily religious or political in character will not be regarded as falling within the framework of the experiment. (This does not mean that religious programmes or programmes expressing a particular political point of view without any obligation to balance may not be broadcast.)

Any changes of ownership of a station during the course of the experiment should be notified to the Home Office. Failure to do so will be regarded as a breach of the licence conditions.

8. In view of the limited number of frequencies available during the experimental period, and in the light of the interest already expressed in community radio by various groups, particularly in London, some form of frequency sharing arrangement may have advantages for both potential broadcasters and listeners in some areas. It will therefore be open to a number of bodies to come together to apply jointly for a licence on the basis that they will use a frequency on a time-share basis. The making of such arrangements will, however, be the responsibility of applicants, not of the Home Office.

#### Community Involvement

9. In the case of both neighbourhood and community of interest stations, applicants should have given thought to the characteristics and needs of the community they wish to serve. Applicants will also be expected to provide information on how they plan to keep in touch with and involve listeners in the station (see paragraph 17(v)).



### Programme Standards

10. Community radio stations will be required as a condition of the licence to ensure that:

- i. nothing should be broadcast which offends against good taste or decency or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling;
- ii. material which is not suitable for children and young persons should not be included in programmes broadcast at times when large numbers of children or young persons are likely to be listening.

Breaches may result in revocation of the licence.

### Finance

11. Each station will be entirely responsible for its own funding. This may be in the form of, for example, advertising, grants, subscriptions or any combination of these. Applicants will note from the statements at Annex A that the Government is looking for a wide-ranging experiment in which stations will be financed in different ways. If a successful applicant for a licence proves in the event unable to raise sufficient capital or if a station has to cease broadcasting because of lack of funds, there is no question of Government assistance.

12. As noted in the statements at Annex A, advertisements for those goods or services which may not be advertised on existing local radio services will not be permitted. Stations will also be required to adhere to a code of practice. Further guidance will be sent to applicants when this is available.

13. Neighbourhood stations, but not community of interest stations, may carry sponsored programmes. Sponsorship will not, however, be permitted by those concerned with products or services which may not be advertised on existing radio services.

### Copyright

14. Nothing in the licence confers immunity from copyright law. Applicants will themselves be responsible for reaching agreement with those owning copyright in any of the material they propose to broadcast.

### Technical Standards

15. The technical conditions for the installation and operation of experimental community radio transmitters are set out in Annex B. Equipment will not necessarily be inspected before a licence is issued, but successful applicants should note that their transmissions are liable to be monitored at any time. If it is found that the transmitter is not being operated in strict accordance with the conditions of the licence, revocation of the licence may result. In particular, a serious view will be taken of any action to increase the permitted power level.



16. Frequencies for outside broadcast links are in very short supply and applicants should therefore plan their services on the assumption that these will probably not be available.

Information required from applicants

17. The Home Secretary does not wish applicants to incur the expense of elaborate applications. The applications should, however, be in typed form and include the following information:

- i. Name, address and telephone number of contact;
- ii. Area: identify the area the station is intended to serve; enclose a map if this would be helpful; and note any special interests within the area which the station intends to reflect;
- iii. Nature/structure of the applicant:
  - a. Status: is the application from, for example, an individual, a company or co-operative?
  - b. Composition: list the names and addresses of all members of the management committee or similar body, indicating any experience they have in community affairs, broadcasting, or other activities thought to be important to the running of the station;
  - c. summarise plans for any frequency-sharing arrangements.
- iv. Programming:
  - a. provide a simple summary of the service to be provided, indicating the hours of broadcasting and the mix of speech and music programming;
  - b. provide an outline of a typical week's programming.
- v. Community involvement: what proposals do you have for involving the community in the station and for keeping in touch with listeners?
- vi. Finance:
  - a. how do you propose to meet start-up costs?
  - b. how do you propose to meet running costs?
  - c. is the station designed to be profit or non-profit making? (Applicants should note that both are acceptable.)
- vii. Transmitters:
  - a. Summarise the technical specifications of the transmission equipment which the station proposes to use.



- b. Indicate where it is proposed to site the transmitter (giving the National Grid Reference), the proximity to residential areas and whether planning permission will be required.

At a later date, successful applicants will also be asked to provide the following details, prior to issue of a licence:

- i. approximate height of transmitter site above ordnance datum;
- ii. proposed type and height of the transmitting aerial above ground level;
- iii. call sign the station is to use.

viii. Timetable

If your application is successful, what timetable do you envisage for being able to come on the air?

How to make an application

18. 6 copies of the application should be sent to the Broadcasting Department, Home Office, 50 Queen Anne's Gate, London SW1H 9AT before the closing date of 30 September 1985.

Queries

19. Any queries on this guidance note can be made to the Broadcasting Department, Home Office on 01 - 213 3559.

Broadcasting Department  
Home Office  
July 1985



E.R.

Thursday, 11 July, 1985

Written No. 202

Mr. John Wheeler (Westminster North): To ask the Secretary of State for the Home Department, what plans he has to widen the range of consumer choice in local radio services.

MR. LEON BRITTAN

In reply to a Question from my hon Friend the Member for Kingswood (Mr Hayward) on 23 January, at columns 417 to 418, I said that I hoped to make a further statement about community radio following a study of how its development could best be taken forward. I have now decided to establish an experiment to test the viability of and scope for a range of different types of community radio, set up and financed in different ways in different locations. I hope that frequencies will be available for about 20 experimental stations which could begin broadcasting early next year. In general these will be appreciably smaller in coverage than existing local radio services. The central criterion will be that they should enhance existing broadcasting arrangements and broaden the diversity of consumer choice by offering the community in question an additional service which is distinct in character, whether because of the nature of the programming, its emphasis on local or specialist interests, its appeal to specific community concerns, for for other reasons. It will be open to a number of bodies to come together to apply jointly for a licence on the basis that they will use the frequency on a time share basis; and, given the limited number of frequencies, this will have advantages. I intend to make a further announcement as soon as possible setting out the locations for the experimental community radio stations, and outlining the application procedure for prospective licensees. In selecting the successful applicants, I hope to have the benefit of advice from a panel of advisers.

As outlined in my earlier statement, however, the development of community radio raises a number of important broadcasting policy issues, and may in addition have

/implications



implications for our existing local radio services. I have therefore decided that it would be right for these matters to be the subject of wider consultation, and I propose to publish a Green Paper in Summer 1986 identifying the issues, outlining a range of possible responses, and inviting comments on them. When the Green Paper is published the experimental stations should have been operating for some months, and that experience should help inform consideration of the issues outlined in the Green Paper.

Existing local radio services normally broadcast the same programmes on medium wave and VHF frequencies. I have from time to time, however, approved ad hoc requests from the broadcasting authorities for particular stations to broadcast separate programmes on the two frequencies for a temporary period in order to meet particular local needs or circumstances. Stations have thus been able, for example, to provide a special emergency information service during periods of severe weather, to provide commentary on sporting events, and to help with charity appeals, while maintaining their normal output on the other frequency. Both the IBA and the BBC have recently put to me proposals for experiments in split-frequency broadcasting over a longer period. The IBA have asked that 6 independent local radio stations (Piccadilly Radio, Leicester Sound, Marcher Sound, Viking Radio, Wiltshire Radio and Capital Radio) should be permitted, as and when appropriate, to broadcast separate programmes on their two frequencies for up to 10 hours per week. The purposes to which the additional service would be devoted include classical music concerts, ethnic programming, sporting commentaries and specialist music programmes. The BBC have sought approval to Radios Nottingham and Leicester broadcasting Asian programmes for a few hours a week on one frequency while carrying their normal services on the other.

I have decided to approve these proposals for an experimental period of one year. Arrangements have been made for research, including audience research, into the experiment. At its conclusion, I propose to undertake a careful assessment of the practical and other implications of split-frequency broadcasting. I shall continue to be prepared to consider ad-hoc requests for particular stations to undertake split-frequency broadcasts of short duration in the light of exceptional local needs or circumstances.



Thursday, 25th July, 1985.

Written No. 316

Mr. Ivan Lawrence (Burton): To ask the Secretary of State for the Home Department, if he is yet in a position to make a further statement about an experiment in community radio.

MR. LEON BRITIAN

In reply to a Question from my hon. Friend the Member for Westminster North (Mr. Wheeler) on 11th July, at column 505, I said that I intended to make a further statement as soon as possible setting out the locations for some twenty experimental community radio stations, and outlining the application procedure for prospective licensees. After consulting my rt. hon. Friend the Secretary of State for Trade and Industry about frequency matters, I have decided that the locations for the experimental stations and the band on which frequencies will be allocated shall be as follows:-

Small Neighbourhood Stations

Dumfries	VHF
Rhondda	VHF
Wirral	VHF
Sunderland	VHF
Calderdale	VHF
Solihull	VHF
Rutland	VHF
Lincoln	MF
Colchester	VHF
Cambridge	VHF
Purbeck	VHF
Penzance	VHF
Aylesbury	VHF
London	(three stations, with a broad geographical spread) 2 VHF, 1 MF

Large Neighbourhood Stations

Shetland Isles	MF
North West Wales	MF

Community of Interest Stations

Greater Manchester	VHF
North London	MF
South London	VHF

In the experimental phase it will not be possible to consider applications for community radio stations in any other locations than those set out above.

The broadcasting service radius for the small neighbourhood stations will be of the order of five kilometres. The larger neighbourhood stations will have a substantially higher radius. The community of interest stations will have a



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radius of about ten kilometres. The experiment will run for two years, and arrangements will be made for it to be monitored by way of studies of, for example, the nature of the services provided, audience reaction and the impact on existing local radio services.

Licences for community radio stations will be issued by the Home Office under the Wireless Telegraphy Act 1949, and it will be a condition of the licence that nothing should be broadcast which offends against good taste or decency or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling. Licences will not be issued to individuals or groups who have an interest in more than one station, to groups in which independent television or local radio companies have a majority interest, or to groups of which local authorities or political parties are part, joint or full owners. Licences will not be issued for any station which is primarily religious or political in character.

Community radio stations will be responsible for their own funding, by way of advertising, grants, private or commercial subscriptions or donations or any combination of these. It will not, however, be possible to carry advertisements for those goods or services which may not be advertised on existing local radio services, and community stations will also be required as a condition of the licence to adhere to a code of advertising practice. I am considering how best to give effect to this. Neighbourhood stations, but not community of interest stations, will in addition be permitted to include sponsored programming, other than sponsorship by those concerned with goods or services which may not currently be advertised on radio.

Full details of these and other conditions, together with technical requirements, are outlined in notes for the guidance of prospective licensees, a copy of which I have placed in the Library. Further guidance on advertising will be sent to applicants when I have decided on the regulatory framework.

In accordance with the policy outlined in the reply to my hon Friend the Member for Westminster North on 11th July, the central criterion in considering applications will be that community radio should broaden the diversity of consumer choice by offering the community in question an additional service which is distinct in character, whether because of the nature of the programming, its emphasis on local or specialist interests, its appeal to specific community concerns or for other reasons. Applications which mirror the most popular programming elements of existing radio services are unlikely to be successful.

Copies of the notes for guidance for prospective licensees can be obtained from the Home Office Broadcasting Department. Applications should reach the Home Office by not later than 30th September 1985. In selecting the successful applicants, I hope to have the benefit of advice from a panel of advisers. Subject to the number of applications received, I hope to be able to announce the successful applicants in December.



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APPENDIX 2

## COMMUNITY RADIO EXPERIMENT

Station and type	Selected Application	Primary Community Served/Profit-making (PM) Cost Covering (CC)	Range
1. Aylesbury Small Neighbourhood station	Aylesbury Vale Radio	Aylesbury (CC) Full range of communitiy	5 km
2. Calderdale Small Neighbourhood station	Community Radio for Hebden Bridge	Hebden Bridge (CC) Full range of communitiy	5 km
3. Cambridge Small Neighbourhood station	Cambridge Communitiy Radio Group	Cambridge (CC) Full range of community and specialist interests	5 km
4. Colchester Small Neighbourhood station	Colchester Broadcasting	Colchester (PM) 70% Speech programming	5 km
5. Lincoln Small Neighbourhood station	Lincoln Community Radio	Lincoln (CC) Full range of community	5 km
6. Penzance Small Neighbourhood station	Cornish Waves	Penzance (PM) Full range, special focus on young, unemployed and retired	5 km
7. Purbeck Small Neighbourhood station	Purbeck Radio Ltd	Isle of Purbeck (CC) Local news and specialist music	5 km
8. Rhondda - Small Neighbourhood station	Rhondda Community Radio	Rhondda: Full range (PM)	5 km
9. Rutland Small Neighbourhodd station	Radio Rutland Communitiy Trust	Rutland (CC) Special focus on educational broadcasting	5 km
10. Solihull Small Neighbourhood station	Heartland Radio Ltd	Solihull (PM) Ethnic minority, young and elderly	5 km
11. Sunderland Small Neighbourhood station	Sunderland Community Radio Association Ltd	Sunderland (CC) Full range of community	5 km
12. Wirral Small Neighbourhood Station	Wirral Community Radio	Birkenhead and Liverpool town centre (PM) Local issues and music, 50% access programming	5 km
13. Shetland Islands Large Neighbourhood station	Shetland Islands Co Ltd	Entire Shetlands Islands Group (PM) Full range	over 10 km
14. North West Wales Large Neighbourhood station	Radio Gogarth Group	Llandudno and surrounds Full range (PM)	over 10 km
15. Greater Manchester Community of Interest station	Sunset Radio	Manchester (PM) Special focus on black and other ethnic minorities and young whites	10 km

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Station and type	Selected Application	Primary Community Served/Profit-making (PM) Cost Covering (CC)	Range
16. North London Community of Interest station	Spectrum Radio	Multi-Cultural+ other specialist interests (CC) in Camden area	10 km
17. North London Community of Interest station	International Jazz Club Radio	Jazz enthusiasts (CC) in Camden area	10 km
18. South London Community of Interest station	Afro-Caribbean Community Radio Project	Afro-Caribbean (CC) community in Brixton	10 km
19. London Small Neighbourhood station	Hounslow Community Radio Co	Special focus on communities From the Indian Sub-Continent, but full community served (PM) in Hounslow area	5 km
20. London Small Neighbourhood station	Voice of the People Trust	Full range of community(CC) in Cricklewood area	5 km
21. London Small Neighbourhood station	Ryka-Cypriot Broadcasting Service (England) Ltd	Greek Cypriot community and others (including (PM) Turkish)in Haringey area	5 km
22. London Small Neighbourhood station	Radio Tower	Full range of (PM) community in Southwark area	5 km
23. London Small Neighbourhood station	Heart of London Radio	Full range of community in Kensington area (PM)	5 km

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BROADCASTING REGISTRATION P12

