

THE EYE OF BELVOIR VALLEY



Brooksby Melton College Performing Arts Students, Megan Underwood (who has since become a regular presenter on the station) and Sam Tebbatt. They are audio editing a play which the students recorded.

Full time community radio stations are relatively a new figure in the airwaves of this country. The EYE FM has become the first community radio station in the UK to have a 24 hrs licence and they are looking at the future with great expectations.

A community radio station can obtain 50% of its income from advertising and it is expected the rest would be raised through a mixture of trading (selling goods or services) and grant aid support.

The Eye FM is also the first community radio station in the UK securing a contract with a local educational provider (Brooksby College in Melton) to deliver radio studies in the grounds of the college; including the provision to training students in a tailor made studio, through which they will be broadcasting its programmes

Key areas in the success of the project were:

- a. Leadership and commitment from its members
- b. A shared vision that ensured, volunteers and dedicated staff worked together
- c. Flexibility: Changes occur and you better be prepared
- d. Support from the local community



The Mayor of Melton Councillor Ron Marks talking to Brian Coutts, station manager of THE EYE FM at an outdoor Youth Day organised by Melton Borough Council. The station gains some income through holding discos and road shows.

The Social Capital Programme provided both, capital and revenue support towards their implementation plans. In addition to the 'hard' cash, the Social Capital Programme provided 15 hrs free consultancy and support towards their strategic direction and planning.

The Eye FM reaches over 50,000 people across Leicestershire, Lincolnshire and Nottinghamshire boundaries.

The Eye FM is also currently involved in a process of 'cluster development'. This approach seeks working collaborative with another community radio station to improve their performance and deliver competitive opportunities that can boost up income levels



Patrick McCracken talks to Sue Gowans, a director of Fair Trade in Melton, on his Community Focus programme.



Juan Pardo, Social Capital Development Officer meets Brian Coutts, station manager at The Eye FM.

For more information on different aspects of enterprising your community, contact the Social Capital Development Officer:

Juan Pardo on: jpardo@slcvs.org.uk

NOTE:

The main function of the Social Capital Programme is to facilitate the transition of local voluntary organisations and social enterprises towards more steady income flows, based on a combination of trading and sustainable income sources. The grants provided by the SCP encourage this philosophy (considered as investment funds on a non returnable basis)