



Organisation Name	Chiltern Voice Ltd
Project Name	Chiltern Voice Radio
Funding Stream	Community Area Priorities
Total Cost of project	£50,000
Amount of Match Funding	£ various from other sources – Chesham/Missenden boards/ sales/ fundraising
Amount being applied for	£5,650
Amount suggested	£5,650

Project Summary

Chiltern Voice Community Radio won an FM Broadcast Licence for the term of 5 years. Funding is being sought to finance additional equipment and installation work to enable the radio station to launch on FM wavelength in April 2021.

The station will have the potential to reach all of the community in the Chilterns and everyone will be able to benefit from local news, interests and services. It will provide a platform of promotion for local people, groups and causes who will be invited to tell their stories as guests of the station.

Chiltern Voice will open up training and volunteering opportunities which may prove valuable during and post Covid-19. Schools and young people will be encouraged to participate and offered training and useful life skills.

The aim is to provide a feel-good, local community vibe which is educational, inspiring, entertaining and a voice and news channel for the local community.

How does the project address local priorities?

Chiltern Voice provides a communication and media platform for the local area. The Station is also a vehicle to support local initiatives and could play a part in addressing many of the Amersham Board priority areas including Coronavirus Recovery, Town/Village Centre Revival, Supporting the Health & Wellbeing of Young People.

Chiltern Voice demonstrated through the pandemic how the health & wellbeing of many residents was a priority, with listeners contributing to local information and the presentation team working to find ways to broadcast through the lockdown. During lockdown, the radio station helped to promote multiple local initiatives including local food banks.

The radio station often welcomes young broadcasters in evenings and weekends offering the opportunity

to develop and improve their skills and experience. The station will carry out further work with local schools to provide a chance for students in the area to be involved in producing their own radio shows and they will be offered the relevant training.

Many local businesses, organisations and local groups who have worked with Chiltern Voice have valued their support and the opportunity to spread the word about their services and activities. There is a regular information spot that broadcasts throughout the week bringing a focus to local community organisations which will bring benefit to the listeners. It is free for local groups to promote details about their activities. The station can also provide an opportunity for neighbouring areas to share their own news - for example Amersham may wish to talk about its town centre revival activities to a wider audience.

How does the project align with the values, objectives and corporate priorities of Buckinghamshire Council?

Strengthening Communities: Chiltern Voice will support the community through various means. The radio station is a communication platform and can be used to create discussion, local pride and a distribution point for local information and initiatives. Chiltern Voice will also become a community itself and will help promote many other groups and organisations within the Chilterns to benefit people in the local community.

Protecting the vulnerable: Chiltern Voice has worked with young vulnerable volunteers and will continue to provide opportunities to gain core transferable skills. It also provides a platform for creativity and inspiration for all local people; young, older and vulnerable. Targeted community safety messages and government announcements also help to protect the community.

Increasing prosperity: Chiltern Voice will be a support to the Buckinghamshire Business Community by providing affordable localised advertising options on the radio to raise the profile of local business. It can also help to provide experience for employment, training and education. A young presenter developed so well within Chiltern Voice that it helped him gain a place at the Global Academy for a future media career. Presenters have opportunities to visit other radio stations to help them develop their own skills through work experience too.

How does the project achieve value for money?

The radio station has been fundraising and gaining revenue since conception through events, grant funding and advertising sales which pays for general running costs. The Community Board funding would cover the cost of the new equipment needed now they have obtained the FM licence, including a new mixing desk, an on air playout system (computer system), transmission equipment including FM transmitter, audio processor, RDS encoder and Antennae. The target age group in broad terms is 25 - 65 year olds although they aim to communicate in various ways with as wide an age range as possible. The funding would provide a long term, sustainable solution for running a successful radio station and enhance the spread of local and national news.

Community Board Coordinator comments

Chiltern Voice has been running for four years and has gained local recognition. There are no other commercial operators that identify within the area and Chiltern Voice would fill that gap and provide a service to people who may not have a means of finding out about current, local information. Added to the demise of the local newspaper, they will be able to deliver to a wide reach, including those who are vulnerable or unable to leave their home.

The radio show has traditionally featured local groups and offers a platform to talk about the topics that are important to the community. They have worked with local community forums and organisations who work with vulnerable adults to help identify the needs to shape the programmes. Some examples of this include works on the HS2 rail line affecting the local area, local provision for the disabled, housing development on the green belt and promotion of services from partners including Lindengate and Chiltern Samaritans. They provide listeners with the opportunity to question those involved in decision making locally, including Councillors and senior local Police Officers.

Chiltern Voice has a good understanding of the local community through engagement, events, promotion and working with local groups and communities. A regular local information spot is broadcast throughout the week and brings focus to local organisations that provide benefits to their listeners. Chiltern Voice has also submitted applications to the Chesham and Missendens Boards and welcomes the opportunity to promote the Community Boards, funding and achievements in the area and will endorse local Board initiatives.

The applicant will be required to agree to terms and conditions, which include a monitoring agreement, as discussed with the Community Board Coordinator before the fund will be formally awarded.