



The only diverse radio station on the airwaves of Tyneside

THE ORGANISATION.

Spice Fm is licensed by OFCOM as community radio station operating on 98.8FM on Tyneside in the North East of England and on www.spicefm.co.uk on the internet. The station is ran operated by the licensee who is Spice Project Ltd which operates under a social enterprise model and on a not for profit basis where all profits are invested back into the organisation. Spice FM has a 2 tier management with the board of directors who are the legal guardians and policy makers of the organisation and the management who are responsible for actual day to day operations of the organisation



MISSION STATEMENT

To provide a community radio station for the diverse communities of Newcastle for them to enjoy and benefit from and also to empower and encourage the local community to take part and actually lead the

project ultimately providing a social gain to the community they are a part of.

Aims and objectives.

“To entertain, educate, entertain and enlighten”

To provide a radio service that is relevant and interesting to the diverse communities of Newcastle which includes content that entertaining, educative in the form of health education shows etc and enlightening in the form of providing information on air and on the website about the local community, events, services and all other initiatives that are available. The on air programming we aim to provide is completely different to what is currently on offer locally and we strive to be different and exciting as compared to normal radio

“For the community ...by the community”

For the whole organisation to be run by the local community to shape a service that is relative and right for them. The whole operation and all the roles are basically fulfilled by non paid volunteers, To provide an off air service to the community in the form of assistance, help and participating regularly at community events and initiatives



The Vision

The vision for the station is quite clear. To grow the project where Spice FM succeeds in both providing a social gain in all its actions and becoming a successful business in its own right. Even though the organisation is not for profit it is important for it to be run as a business to remain sustainable. Spice FM will look to expand its commercial activities and grant fundraising which will in turn enable us to expand and enhance both our on air programming and our off air activities to a very high quality providing tangible and effective outcomes there by providing high quality outcomes for our objective of social gain. To further increase our coverage and range and eventually simulcast on digital multiplexes.

Who are our community...

The Spice FM community or listeners come mainly from the hot bed of diverse communities that reside in Newcastle. Currently we are based in the West end of the City of Newcastle UponTyne which is completely in the heart of the community. The biggest diverse community in Newcastle is the South Asian communities which are further broken down into Indian, Pakistani and Bangladeshi. Further to this we cover the Chinese, Eastern European, Middle eastern, and African communities that reside in Newcastle. We have a strong global and national listenership too through our internet broadcast service.

