

MINUTES OF MEETING 1

Burnley
Community Radio

DATE: 16.8.21 | TIME: 12PM

Location: The Landmark

Present: Rebecca Jane Sutton (RJS), Lee Roe (LR)

Apologies: Adrian Hirst, Simon Brierley, Barry Kilby, Sara Ward (BFC in the community)

Declaration of interest: None

Agenda items Actions

- 1 Catch up on the progress of Burnley Community Radio in a general capacity.
- 2 Discuss Legalities of the formation of Burnley Community Radio and links to Burnley Radio LTD.
- 3 Discuss Marketing Agenda

Operational update

1. Lee Roe updated that Burnley Football Club in the Community are happy to provide space and location services to 'Burnley Community Radio' for no charge.
2. The set up regarding licencing for the radio aspect of the venture is scheduled for January 2022.
3. Provisional launch for 'Burnley Community Radio' is March 2022.

'We've Gone Rogue' marketing agency has offered to provide a free marketing pack of sponsorship opportunities for BCM. They will do this in exchange for 20% of advertising revenue generated by the companies they provide 'radio scripts' for. At entry level sponsorship, they will provide 'radio scripts'. For premium advertising subscriptions, they will provide 'radio scripts' and 4 social media posts that are co-branded with the company in question and BCR. 'We've gone rogue' have also asked for an advert on the radio station, and half a page in the marketing pack to offer 'additional marketing services' to the businesses who read the marketing pack. These services will be 'white labeled' as 'BCR marketing service', but the cost of additional services will be split 80/20. 80% to 'We've gone rogue' and BRC will keep 20%.

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For example: 'Company X' is interested in advertising with BCR, and view the marketing brochure provided to them. In the marketing brochure there is a half page spread on additional service the BCR marketing department can provide, in separation to radio advertising. Such as 'a social media management' proposal for their business. Charged at £400 per month, 'Company X' will receive 4 social media posts by BCR Marketing services (white labeled from 'We've Gone Rogue'). BCR Marketing services will also manage all of 'Company X's' posting of the designed posts, manage all of the content and interact with consumers and promote the services of 'Company X' (Under the branding of 'Company X'). 'We've gone rogue' provide all of the service and take £320 per month for supplying the service, BCR receive £80 per month for providing the lead.

1. Does BCR require an 'ICO' licence?
2. What is the appropriate legal registration for Burnley Radio and BCR?
3. RJS currently recommends 'Burnley Radio' is a limited company with LR, Simon Brierly, RJS as directors. RJS also taking a secretarial role. BCR is opened as a 'community interest group' with a view to becoming a CIO once it has traded over £5000, with Burnley FC in the Community, Barry Kilby and Adrian Hirst as the trustees.
4. LR will arrange a meeting with Dom Chambers, to discuss the legal formation with regards to OfCom licencing.

Operational Tasks

1. RJS will complete the initial governing document and submit to LR for approval, prior to it being confirmed by August 23rd 2021.
2. LR will arrange the meeting between RJS, LR and Dom Chambers.
3. Following that meeting, LR and RJS will have one to one meetings with all proposed directors / trustees to discuss what they understand about the role, what they want to get out of it and long term goals.
4. Following the one to one meeting's BCR and Burnley Radio will make official offers to the proposed directors and trustees. With a view to officially completing the legal formation.
5. LR will set up a shared 'One Drive' with RJS and 'We've Gone Rogue' to share BCR branding materials.
6. LR will set RJS up with a Burnley Radio email address.
7. RJS will send LR company formation docs.
8. RJS will research other legal formation alternatives to proposed structure.

Agenda for next meeting

1. Overall project update
 2. Review of the current governing documents.
 3. Consider if it is an appropriate time to set up a 'Burnley Community Radio' bank account.
 4. Discuss result of meeting with Dom Chambers
 5. Result of the one to one meetings.
 6. Official Appointments
 7. Update on the legal formation.
 8. Marketing update.
 9. First financial update.
- Any other business



REBECCA JANE SUTTON - 16.8.21