



Community Radio

Key commitments annual report form

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Issue 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2007

Station details

Licence Number

CR 024

Station Name

Wythenshawe FM

Launch Date

1/1/2006

PLEASE NOTE: The following sections are set out one question per page. However, each section can be expanded to take as much information as you need to provide.

1.2 Key commitments: programming

Output will comprise a varied schedule offering a broad music-based service with community news and discussion in daytime on weekdays, with specialist music output in the evenings and at weekends

- Output will typically comprise 80% music and 20% speech. The station is aiming to increase speech content to 30% over the licence period. ('Speech' excludes advertising, programme/promotional trails and sponsor credits).*
- The music output shall comprise a broad mix of chart and oldies in weekday daytimes and specialist output at other times. Specialist music genres will include: Rock, Modern African, Punk Rock, Funk/Soul, Northern Soul, Reggae, Garage, R'n'B, Hip Hop, House, Drum n Bass, Country, Latin, Gospel, Ambient, Jazz, Dancehall, Classical, Soul, Traditional African, Irish and world music. The station will broadcast new music from the local community, subject to availability.*
- Speech output will include local and community news, features, interviews and discussion on a wide variety of issues that affect the locality, and a soap opera produced by the community.*
- The output will typically be live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable).*

Report for the year:

The station has achieved the aims set out above for its programming.

Most of the music genres named above have had exposure on the station and some local bands have even recorded original material at the station.

Speech output has included all the elements above. This has mainly happened in daytime output, both in general magazine style programmes, in specialist programmes such as the weekly 'Community Focus', as well as during subject-led 'Theme Weeks'. The soap opera is not currently running although the station will be producing new drama this year.

WythenshaweFM has broadcast an average of 16 live hours of radio a day, which, over a 30-day month, gives a figure of 510 live hours a month.

1.3 Key commitments: Social gain objectives (a) The provision of sound broadcasting services to individuals who are otherwise underserved

[Copy the relevant key commitments from your licence here]

• The station is community-focused and caters for a community which feels underserved by existing broadcasters. Wythenshawe is an area of multiple disadvantage and has a strong sense of identity.

Report for the year:

There continues to be no other service directed to the interests of the residents and workers of Wythenshawe.

1.4 Key commitments: Social gain objectives (b) The facilitation of discussion and the expression of opinion

[Copy the relevant key commitments from your licence here]

• Programming will encourage participation via phone-ins in debates and discussion programming. Guests will be a regular feature discussing issues that matter to the community. The service will be a platform for the local community.

Report for the year:

There have been many avenues for listener participation in the output on WFM. Phone-ins are complemented by the ability to text and email the studio. There have been debates on a wide range of issues including anti social behaviour, domestic violence and a 'Question Time'—style outside broadcast that had senior members of the local Regeneration Team answering questions from residents. Regular and ad-hoc guests are also a regular feature of the output.

1.5 Key commitments: Social gain objectives (c) The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service

[Copy the relevant key commitments from your licence here]

- *The station will offer opportunities and training for the whole community, including broadcast related courses and taster courses, promoting courses with other training agencies and schools, and offering opportunities with other community projects.*
- *The station will host open days to attract interest in training from the community.*

Report for the year:

The station has excelled in its provision of training to a wide cross section of the Wythenshawe community. There have been accredited Level 2 courses at the station (NCFE Introduction To Community Radio Skills) which involved residents enrolling with Manchester College of Arts and Technology and delivered by freelance trainers . 28 learners took place in these courses in the current academic year with at least a dozen in the preceding period. This provision was complemented by a wide range of informal station training delivered by station staff to volunteers and project-based training delivered by both station staff and freelances. Primary and secondary schools have benefited from training at WFM as have agencies such as the local Crime & Disorder team and staff from the Primary Care Trust.

Due to limits on space and staffing we have not been able to offer Open Days to the general public this year. Many groups, school classes and individuals have been able to visit the station, see it at work and talk to the staff, but not in the format of an Open Day. The station has instead concentrated on a series of Outside Broadcasts in community venues, part funded by the Home Office Volunteer Recruiting Fund. These projects included raining delivered in community venues

1.6 Key commitments: Social gain objectives (d) The better understanding of the particular community and the strengthening of the links within it

[Copy the relevant key commitments from your licence here]

The station will adopt an open door policy. It aims to develop closer ties with other community organisations such as Wythenshawe Regeneration Team, South Manchester Primary Care Trust, whilst encouraging volunteer participation from the whole community.

Report for the year:

The station has continued with its open door policy and offers coverage for virtually any event or service of relevance to the Wythenshawe community. Its link to the Regeneration Team was strengthened by the debate mentioned above and by more regular contact with its arts worker and youth liaison officer. The PCT has recently re-started its regular programming on the station. WFM is particularly pleased with the range of local volunteers who continue to work at the station.

1.7 Key commitments: Additional Social Gain objectives (if any are specified in your licence).

[Copy the relevant key commitments from your licence here]
n/a

[report back against your key commitments here]

1.8 Key commitments: Access and participation

[Copy the relevant key commitments from your licence here]

Wythenshawe FM will:

- *Offer taster courses in a range of training and skills*
- *Offer a range of training courses*
- *Develop a work experience scheme to enable work experience placements*
- *Train up to 30 volunteers per year in a range of skills*
- *Mentor volunteers to assist in development*
- *Host 3 open days per year*
- *Provide a platform to promote other community organisations*

Report for the year:

WFM has fulfilled all of the above expectations

The one exception to this has been with Open Days. Due to limits on space and staffing we have not been able to offer these events to the general public this year. Many groups, school classes and individuals have been able to visit the station, see it at work and talk to the staff, but not in the format of an Open Day. The station has instead concentrated on a series of Outside Broadcasts in community venues, part funded by the Home Office Volunteer Recruiting Fund.

1.9 Key commitments: Accountability to the target community

[Copy the relevant key commitments from your licence here]

Wythenshawe FM will actively encourage feedback and comment regarding the service by methods such as the following examples:

- The Friends of WFM, a group of volunteers, listeners and community representatives
- Establish local steering groups of listeners that report back to the main steering group
- The main steering group shall consist of a varied membership: 2 staff members, 2 statutory group members, 2 community group representatives, 4 listeners and 2 volunteers
- Hold two public meetings per annum
- Ensure regular meeting with the volunteers
- Undertake surveys of the community

Report for the year:

This has been a relatively weak area of performance for the station – mainly due to lack of resources. However, there have been regular and very constructive monthly meetings with volunteers as well as surveys of local views of the station. The open door policy and general accessibility of the station also means that there are very few barriers to the station for listeners to feed back their views to the station. The steering group has had an inaugural meeting but needs more work to establish itself.

Given the fact that WFM should have better structures in place for local accountability, we are happy to commit to the establishing the local steering group in the course of the report year March'07-March'08, with clear devolved powers over the running of the station (i.e. devolved from the Radio Regen Board). The work on this has already begun and it is Radio Regen's stated intention to maximise the local autonomy of the station. At least one public meeting will also be held and a clear path for the consideration of residents' views on the station published.

1.10 Volunteer inputs (see guidance notes on page 2)

About 50 volunteers work regularly, on air, on WFM, working an average of 15 hours a month (including show preparation). There is also a small handful of volunteers who perform off air support roles (e.g. play-listing and creating reports) who are more likely to spend 40 hours a month at the station.

Projects (as opposed to regular programmes) also involve many more residents; the soap opera, whilst not currently running would involve about a dozen people a week for three hours on average. The OB's would entail training an average of twenty people to participate – there were four of these in this period.

Over a hundred primary school children were involved in the Lottery funded VE day drama project and over a dozen senior citizens have been active in projects for their age group.

If required, Radio Regen has a month by month breakdown of the hours spent by volunteers on WFM projects and could provide this on request.

1.11 Significant achievements

There have been many significant achievements at WFM in this period and apply as much to the people in the WFM team as the radio they have created.

Being one of the longest running community radio stations in the country is an achievement in itself. Maintaining the (albeit overstretched) support for the residents volunteering at the station combined with the skill and dedication of all the team at WFM is also something that we are very proud of.

We are proud that when £70 cash was found in an envelope on the station floor by two young volunteers that it was handed in and so returned to its rightful owner.

We are proud that another volunteer, with a history of mental illness, did a sponsored swim to raise money for a much needed microphone.

The 'Theme Weeks' on subjects as diverse as Climate Change, Refugee Awareness and Domestic Violence have disproved the stereotype of residents of disadvantaged areas being apathetic – and created great radio.

We are proud of the many residents that have been successfully trained and supported to make radio in their station and look forward to completing our eighth year on air.

We are proud that diverse and high quality radio is made day in, day out by the WFM team for a non-profit organisation that exists for the benefit of the local people.

1.12 Significant difficulties

The significant difficulties faced by WFM come under one heading: resources.

The demand for what the station does is consistently and substantially overwhelmed by the lack of resources to fulfil it. Not only is money short but the lack of any funding that is guaranteed beyond twelve months means that much valuable staff time is wasted on the pursuit of funding when it could otherwise be spent directly serving the station's beneficiaries.

The station fully realises that it does enjoy strong support from key agencies such as the Local Strategic Partnership, the NWDA and MANACT but the constant changes in targets and funding channels erodes the productivity of this support.

The station was lucky to receive funding for 'social enterprise development' – which was used to employ a full time business development officer (BDO). In short, the experience here was that a lack of awareness of the benefits of community radio meant that there were no 'easy sales'. In the area, the lack of a thriving small business sector also meant that the sale of spot ads was difficult. The station has therefore taken the strategic decision to focus the work of the BDO on the pursuit of contracts for public service delivery from mainstream agencies.

Another key difficulty is the lack of a pool of experienced workers to recruit from to support the station's work. Radio Regen has been very lucky with its recruiting – as evidenced by the skill and dedication of the station staff – but the charity has to grow its own specialists either from the ranks of its trainees or by learning on the job by recruits from other fields such as the arts, mainstream broadcasting or regeneration.