



Community Radio

Key commitments annual report form

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Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 30 April 2008

Station details

Licence Number

CR 024

Station Name

Wythenshawe FM

Launch Date

1st January 2006

Web address where you will publish this report

www.radioregen.org / www.wfmradio.org

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

Key commitments from our licence:

- *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 back on your key commitments in relation to programming achievements over the past year here. You should include your average number of live hours per month. If your average has changed substantially over the year (e.g. your station has increased capacity during the year) you should give the average for recent months but please state this clearly.

The station has delivered most of its programming key commitments as detailed above.

The music genres named above have mostly had exposure on the station and local bands regularly come into the station to do live sessions. An increasing number of young people began to present shows in the period, and the specialist music now encompasses youth-orientated genres such as Grime, Bass Line and Dub Step.

Speech output has included all of the elements above. This output has mainly been delivered during the daytime, both in general magazine style programmes and in specialist programmes such as the following weekly shows: 'Community Focus'; 'Healthy Living Show'; 'On the Beat'; 'Fire Safety Matters'; 'Out and About' arts show. Speech output has also been delivered as part of a number of issue-led 'theme weeks' on subjects such as domestic abuse, refugee awareness and sustainable transport. We now employ a part-time Speech Radio Co-ordinator who is working with our presenters to improve the quality of the speech content on the station.

The community-produced soap opera is not currently running due to a lack of funding. The CATS drama group produced a play on climate change as part of the station's 'Wythenshawe Forever' climate change project, which was broadcast on WFM.

Wythenshawe FM broadcast approximately 490 live hours per month (16 live hours each day).

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

Key commitments from our licence:

- *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 people who live and work in Wythenshawe.

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

Key commitments from our licence:

• 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:

WFM has provided many opportunities for local people to take part in discussions and express their views.

Regular and ad-hoc guests on shows are a regular feature of the station's output.

WFM hosted and broadcast a number of debates, including one during the station's Refugee Week. The station delivered a 'Sense of Place' project for the City Council which involved broadcasting a debate with local residents and local Councillors on a wide range of issues affecting the community and on how the area is perceived. There has also been discussion programming on issues such as transport, domestic violence and the environment, which has had contributions from senior representatives from the local regeneration team, housing associations and other organisations within the community.

Listeners can phone in to contribute to shows, as well as texting and e-mailing the studio.

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

Key commitments from our licence:

- 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 provided a variety of training courses to a wide cross section of the Wythenshawe community.

The station delivered four accredited Level 2 training courses in the period (NCFE Developing Skills for Community Radio). 23 Wythenshawe residents enrolled with the local FE college (MANCAT) to take part in these courses. Radio training was also delivered to staff and volunteers from the Primary Care Trust, to Greater Manchester Fire and Rescue Service staff, and to older volunteers as part of a POP (Partnerships for Older People) project run in partnership with Woodhouse Park Lifestyle Centre.

A Youth Engagement Officer started working full-time at the station in Sep 07 and has delivered a number of training courses specifically for different groups of young people. Training courses were provided to young people at the station, to a youth group at Woodhouse Park Lifestyle Centre and to a group of NEETs young people (not in education, employment or training). A 'taster' training session was delivered to a group of young people from Wythenshawe Youth Forum.

WFM involved a total of 12 local primary and secondary schools in radio activities and 'taster' sessions in the period, including through a WEAZ project (Wythenshawe Education Action Zone), sustainable transport and climate change projects, a 'Back to School' project for truanting young people, and a 'Healthy Bites' project about healthy eating.

Informal training was also delivered by staff to station volunteers as a follow up to the Level 2 training course that all volunteers attend.

The station did not host the open days for the general public as specified above, due to limits on space and staffing. However, individuals were welcome to visit the station to see it at work and talk to the staff, although not in the format of an Open Day.

WFM also ran a number of outside broadcasts in community venues across Wythenshawe which promoted the activities of the station, as well as supporting various local issues. These included a 'One World' OB to promote social cohesion in Wythenshawe, a 'Finance Roadshow' at Wythenshawe Forum, a 'No Smoking' event with the local NHS, and a 'Respect Action Day' in association with the local police.

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

Key commitments from our licence:

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

Report for the year:

The station continued with its open door policy and offered coverage for virtually any event or service of relevance to the Wythenshawe community. Links with Wythenshawe Regeneration Team remained strong and we worked with them on various projects throughout the year including promoting a One World event and delivering the 'Sense of Place' consultation. WFM's Youth Engagement Officer developed links with the Regeneration Team's youth liaison officer.

The station broadcasted programming by the local Healthy Living Network, the Crime and Disorder Unit, the Greater Manchester Fire and Rescue Service, a local faith group, and a group of older residents.

46 Wythenshawe residents volunteered regularly at WFM in the period (volunteering 12 times or more during the year), ranging in age from 18 to 83.

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

Key commitments from our licence:

N/a

1.8 Key commitments: Access and participation

Key commitments from our licence:

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 offered a variety of training courses and taster sessions to volunteers, community groups, schools and young people, as detailed in section 2.5. Accredited training was provided to 23 new Wythenshawe volunteers in the period.

No work experience placements were offered during the year, due to insufficient staff capacity to provide the support required to make the work experience placement meaningful. The Youth Engagement Officer investigated the possibility of taking on a work experience student to assist with youth work, and it is hoped that this will take place in the forthcoming year.

WFM does not yet have a formal volunteer mentoring scheme, although the station's Volunteer Support Worker is available to provide informal pastoral support to volunteers as required.

As reported in section 2.5, the station did not host any open days at the station, but instead ran a number of outside broadcasts across Wythenshawe which promoted the profile of the station.

The station provided a platform to promote around 50 Manchester and Wythenshawe-based community and public sector organisations through publicising their activities and interviewing them as guests on the station.

1.9 Key commitments: Accountability to the target community

Key commitments from our licence:

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 again been a relatively weak area of performance for the station.

A meeting of representatives from local organisations took place in May 07 to discuss setting up a local Steering Group for the station and moving towards independence from Radio Regen, but no progress in this respect has been made since that date. The planned public meeting to gather the views of local residents did not take place.

Listeners groups have not yet been set up, but the open door policy and general accessibility of the station means it is relatively easy for listeners to feed back their views to the station.

We did conduct a listener survey of 100 local people in December 2007 with the help of a group of university students, and asked people what they wanted from a local community station. However, we have not had the staff resources to analyse the data collected, other than looking at the percentage of those surveyed who listened to WFM (which showed a figure of 20%).

Monthly volunteer meetings were held at which volunteers could put forward their views, including what their vision for the future of the station is. This information will feed into the station's business planning process (see below).

The volunteers have been encouraged to form a 'Friends of WFM' group, but it is clear that additional support for the volunteers will be required to enable this to happen.

It is still the intention of Radio Regen that Wythenshawe FM should become self-governing and independent, but the station's over-stretched staff resources have limited efforts in this respect. Another barrier to independence are the concerns of local representatives about how the station would be funded as an independent body, since Radio Regen currently contributes substantially to the operation of the station from its own resources. The first step towards increasing local ownership in 2008/09 will be to prepare a business plan for the operation of WFM as an independent entity.

1.10 Volunteer inputs (see guidance notes on page 2)

From April 2007 to May 2008, a total of 108 volunteers contributed to the running of WFM by preparing material for and presenting shows. Most of these volunteers lived or worked in the Wythenshawe area, with 72% from Wythenshawe wards and a further 12% from other Manchester wards.

Of the 108 total volunteers in the year, 66 people worked at the station regularly (volunteering 12 times or more during the year). The average number of volunteering visits to the station in the year by the regular volunteers was 47 visits each. Assuming that the average length of each volunteer visit is 2 hours (this information is not currently collected), this gives an approximate figure of 8 hours worked each month by each regular volunteer. The small number of volunteers who performed duties such as preparing the station's play-list and what's on guide spent many more hours than this average at the station each month (in the region of a day a week, or 30 hours a month).

WFM also engaged a number of local people in ad hoc projects (as opposed to preparing and presenting regular programming). For example, the Defra-funded Wythenshawe Forever project involved the participation of around 200 people in a variety of workshop activities (for an average of 5 hours per person), and a group of young people made infomercials for the station on the subject of sustainable transport.

1.11 Significant achievements

The station's major achievements over the year include:

- Continuing to broadcast and to involve a large number of volunteers in broadcasting activities as one of the longest running community radio stations in the country. This has involved providing a substantial amount of support to the residents volunteering at the station (both training and pastoral) to produce diverse and high quality radio, which is something that we are very proud of.
- Securing a 3 year Children in Need grant to employ a Youth Engagement Officer to increase the ability of the station to engage with young people in a more sustainable and structured format. Young people in Wythenshawe are disadvantaged and have low aspirations - through radio we can engage them in an exciting and inspirational activity. The YEO started work at the station in Sep 07, and up to the end of Apr 08 had engaged 65 young Wythenshawe residents in training and other activities at the station.
- Securing a grant from the Scott Trust Foundation to employ a Speech Radio Co-ordinator who has worked towards enabling volunteers to produce more and better speech output for the station.
- Organising a 'Wythenshawe Forever' climate change project with the participation of over 200 people and culminating in a day-long 'Party Without Pollution' event in a local Wythenshawe park. One of the most successful elements of 'Wythenshawe Forever' was the St Paul's Catholic High School allotment project which involved 9 young people spending a total of 300 hours planting and tending a local allotment. See further details in the evaluation report published at:
http://www.uhc.org.uk/uploads/other_files/Good_Practice_Guide_Full.pdf
- Continuing to enjoy substantial support from Manchester City Council and Manchester's largest further education college, MANCAT, both financially and in terms of building partnerships.
- Continuing to enable local statutory agencies (such as the police, the fire service and the NHS) to have a dialogue with the local community through the medium of community radio.

1.12 Significant difficulties

Once again, the most significant difficulties faced by WFM have been the issues of funding and staff resources.

WFM had a funding deficit of around £25,000 in the period, which had to be financed from Radio Regen's resources (which are very limited). The new WFM staff posts (Youth Engagement Officer and Speech Radio Co-ordinator) have been funded by specific project grants, but the lack of general funding meant that the part-time station administrator, who left the station in Oct 07, was not replaced. This has put additional strain on the remaining staff, who were already overstretched - the demand for what the station does is consistently higher than the resources available to meet the demand.

As well as an ongoing shortage of money, the station suffers from the fact that most of its funding is not guaranteed over a long period, so valuable staff time has to be spent attempting to secure new funding rather than directly serving the station's beneficiaries. Manchester City Council was a significant funder of the station in the period, but this was provided to WFM through a series of grants and service delivery contracts (5 grants and 14 contracts in the current period) which required a large amount of time to be spent in writing grant applications, submitting monitoring returns, and negotiating contracts. None of the funding provided by the City Council is provided on an automatically renewing basis. The Council's funding for a Business Development Officer (BDO) came to an end in the period, which meant that the BDO's hours had to be reduced from full-time to part-time (since insufficient income was generated by the BDO to fund a full-time position). WFM realises that it does have strong support from the City Council but the constant changes in targets and funding channels erodes the productivity of this support.

A further issue with staff resources is that there is only a limited pool of experienced community radio workers available to recruit from. Radio Regen has overcome this to a certain extent by growing its own specialists from its trainees, or by allowing people to learn 'on the job', but it is always a concern that staff vacancies will not be filled by sufficiently experienced people, or that required freelance trainers cannot be found. This is a national issue for the community radio sector.

Another difficulty faced by the station has been the lack of strategic vision from community groups and the public sector in Wythenshawe in terms of working towards transferring ownership of the station to the local community.