



Community Radio

Key commitments annual report form and financial reporting guidance notes

Publication date:

April 2009
Issue 3

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Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2009

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 average number of original output hours per month (this may include pre-recorded as well as live material but should not include repeats).*
- *the percentage of your live daytime output that is speech.*
- *a list of the languages, if appropriate, that you have broadcast in.*

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

The station broadcasts a mix of chart and oldies during weekday daytimes, and provides exposure for the specialist music genres listed above at other times. The station has a number of regular shows broadcast by young people which also cover new musical genres such as Niche, Grime and Bass Line. Local bands regularly come into the station to do live sessions.

Speech output has included most of the elements above, mainly broadcast during the daytime. Formats for the speech output include:

- general magazine style programmes;
- specialist programmes such as the weekly 'Healthy Living Show', 'On the Beat', 'Out and About' and 'Fire Safety Matters' shows;

- issue-led 'Focus Weeks' on subjects such as domestic abuse, refugee awareness and a West Wythenshawe regeneration consultation. The domestic abuse focus week included a dramatised account of a woman's experience of domestic abuse which had a powerful impact.

In the period, WFM employed a part-time Speech Radio Coordinator to work with the station's presenters to improve the quality of the speech content on the station. The Speech Radio Coordinator restructured the training at the station to increase the amount and quality of training given to volunteers. As a result, the number of pre-recorded interview packages featured on the station has increased.

The soap opera is still not running due to continued lack of funding/staff resources.

Wythenshawe FM currently broadcasts around 390 live hours per month (i.e. hours with presenters present in the studio). A small percentage of these 'live' hours include the broadcast of pre-recorded audio reports e.g. perhaps 1 hour per day during special focus weeks.

The majority of the station's non-live hours are derived from the station's Myriad playout system, with a very small amount of repeated material i.e. the station also broadcasts an average of 387 original output hours per month

Approximately 25% of the live daytime output is speech.

Wythenshawe FM currently only broadcasts in English.

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 and debate 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 as part of focus weeks on alcohol awareness, smoking cessation and 'Healthy Horizons' (a focus week to encourage healthier lifestyles), and during a West Wythenshawe regeneration consultation. The station also delivered a 'Big Drink Debate' project for NHS North West, which included a live debate and gathering vox pops from people in local pubs on the subject.

Listeners can phone in to contribute to shows, as well as texting and e-mailing the studio. Many of our presenters now use social networking sites such as 'Facebook' to encourage audience participation and provide interaction before and after their shows are broadcast.

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.

Please include the number of people you have trained, differentiating between volunteers and other members of the community.

Report for the year:

Education/training

The station has provided a variety of training courses to a wide cross section of the Wythenshawe community.

- The station delivered three accredited Level 2 training courses in the period (NCFE Developing Skills for Community Radio). 32 people (including 20 Wythenshawe residents) enrolled with the local FE College (The Manchester College) to take part in these courses.
- The Speech Radio Coordinator developed an informal 'Production Skills Training' course which is delivered to volunteers completing the above NCFE course. This training includes the use of portable recording equipment and audio editing, and an understanding of the social structure of Wythenshawe, with the aim of building the capacity of the station's volunteers to engage with the community more. 19 volunteers progressed to this training from the NCFE course.

The station's Youth Engagement Officer delivered a number of training courses/taster sessions specifically designed for different groups of young people. Radio training was provided to:

- 14 young people at the station and at WFM's satellite studio at Woodhouse Park Lifestyle Centre;
- a transition year group (aged 10 to 11) at the Woodhouse Park Lifestyle Centre, with 13 young people taking part;
- a group of 17 young people from the YMCA as a unit towards their ASDAN qualification;
- a group of 6 NEETs young people.

The following educational activities were provided:

- 2 groups of young people took part in a 'Radio in A Day' project as an out of school hours activity delivered in association with Greenzone, with a total of 19 young people attending;
- 4 children from Crossacres Primary school took part in a project to develop sound effects for their school play and to produce a promo that was played on the station;

- 10 students from Newall Green High School produced recycling promos for a community project led by BW3 (Businesses Working With Wythenshawe) to promote recycling across Wythenshawe;

- 6 young people from 4 Wythenshawe high schools completed a 'Back to School' truancy reduction project, in which radio was used as a tool to re-engage young people at risk of truancy in education.

The station involved a total of 6 local primary and secondary schools in radio activities and 'taster' sessions in the period as detailed above.

Other participatory activities

As well as providing the above training opportunities for young people, WFM's youth project also engaged young people in the following activities:

- sports journalism sessions, delivered as part of Wythenshawe's Summersonic programme of activities, with 43 young people attending;

- three 'Radio in a Day' taster sessions, attended by 18 young people;

- the production of sexual health radio promos in association with the Teenage Pregnancy Unit, which involved 4 young people;

- radio taster sessions and a filming day, as part of a Nacro N'Gage project, attended by 4 young people.

Open Days

The station held an Open Day for young people in summer 08. This coincided with a young people's 'Invasion Day' where the station's young volunteers 'took over' WFM for 14 hours to celebrate the first year of the station's youth project. 10 young people were involved in the day. See further details in section 1.11.

Whilst no other Open days were held, many groups, school classes and individuals visited the station to see it at work, talk to staff, and find out about training opportunities offered.

The station again ran a number of outside broadcasts in community venues across Wythenshawe which promoted the activities of the station, as well as highlighting various specific issues. These outside broadcasts included:

- two 'Respect Action' campaigns in Woodhouse Park and Baguley in partnership with the local Police to promote community safety;

- a 'No Smoking' event with the local NHS;

- an event in partnership with Willow Park Housing Trust for their Youth Forum to promote youth activities in Wythenshawe;

- an outside broadcast at Royal Oak Community Centre promoting refugee awareness.

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, 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. Links with the Wythenshawe Regeneration Team remained strong and we worked with them on various projects including a 'West Wythenshawe' consultation and the production of a youth-led film to promote the Summersonic 2008 programme of youth activities.

The station broadcast programming by the following groups:

- the local Healthy Living Network
- Greater Manchester Fire and Rescue Service
- the Crime and Disorder Unit
- a local faith group
- a group of older residents.

Work was ongoing in the period to develop a weekly show with Wythenshawe Hospital (due to start in May 2009).

41 Wythenshawe residents volunteered regularly at WFM in the period (volunteering 12 times or more during the year), ranging from 18 to 84.

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

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 offered a variety of training courses and taster sessions to volunteers, community groups, schools and young people, as detailed in section 1.5.

Three work experience placements were offered during the year in partnership with Salford University, North West Vision and Media, and Connexions. There is a high demand for these placements, but staff capacity limits the number that can be offered.

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 1.5, the station only hosted one youth open day in the period. 5 outside broadcasts were held in community venues, which promoted the profile of the station.

The station provided a platform to promote around 55 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:

- *Setting up 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.

There has been no progress with setting up a 'Friends of WFM' group, due to limited staff resources and lack of interest from the volunteers.

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.

A steering group for the station is still not in place. However, this will be set up in the forthcoming year, since Radio Regen is actively working towards Wythenshawe FM become self-governing and independent, with a target date for this of the end of 2010. Public meetings will be organised as part of the independence consultation process.

A system of volunteer representation has been set up, and 3 volunteers (2 adult and 1 young person) were elected in November 2008 with the aim of giving volunteers more representation in decision-making processes. The volunteer representatives have monthly meetings with staff to discuss operational matters in greater depth than is possible at general volunteer meetings.

Volunteer meetings now take place every two months to discuss immediate and long term station matters. These meetings are now hosted by both the volunteer representatives and WFM staff members.

In January 2009, volunteers had to re-pitch for show slots at WFM, and the pitches were assessed by an independent panel made up of four community representatives. This was an opportunity for WFM review the broadcast schedule and enable new volunteers to have slots at the station. It is planned to repeat this process every 6 to 8 months. Members of the pitching panel are interested in the development of the station's steering group.

Again, due to a lack of staff capacity, WFM has been not been able to conduct surveys within the community.

1.10 Volunteer inputs (see guidance notes on page 2)

You should include:

The number of volunteers, and what roles they perform – e.g. ‘3 on air volunteers, 2 administration volunteers, 1 technical volunteer’;

Approximate number of hours worked on average per volunteer per month;

If there is great variation between the amounts of time different categories of volunteers give, please explain this. If there is any other information you think will help Ofcom in understanding the input of volunteers to your station, please provide it here.

From April 2008 to March 2009, a total of 91 volunteers contributed to the running of WFM by presenting shows. Most of these volunteers lived or worked in the Wythenshawe area, with 73% from Wythenshawe wards and a further 14% from other Manchester wards.

Of the 91 volunteer presenters in the year, 41 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 42 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 7 hours worked each month by each regular volunteer.

In addition to the volunteer presenters, other work undertaken by volunteers was:

- collating the weekly ‘What’s On Guide’ – 1 volunteer
- assisting in the compilation of the playlist – 2 volunteers
- production of a bimonthly station newsletter – approx 6 volunteers

These volunteers spent many more than 7 hours per month at the station. However, due to changes to the reporting requirements of Manchester City Council, we no longer record non-presenter volunteer attendance. We also no longer record visits by volunteer presenters to carry out research or to attend meetings or workshops. Therefore the level of volunteer activity is under-reported in 08/09.

There are no technical volunteers at the station.

1.11 Significant achievements

The station's major achievements over the year include:

- Continuing to broadcast and 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 we are proud of.

- Delivering a successful programme of youth engagement activity, funded by a BBC Children in Need grant. The increased engagement of young people at the station has increased our profile amongst 11 to 18 year olds in the area, and enabled us to develop stronger links with local youth organisations and schools. The station's youth takeover event on 08.08.08 was particularly successful, when the station's youth volunteers took over broadcasting at the station for 14 hours. The event was opened by a cast member from Hollyoaks and there were interviews with the paralympian Ian Jones, and 'Baby Cow' TV production company who produce 'Gavin and Stacey' and 'Mighty Boosh'. The day also included a treasure hunt across Wythenshawe sponsored by the local bus company, live music and a station open day for young people.

- The domestic abuse focus week was a highlight at the station on the editorial front. The format used was to pre-record a 15 to 20 minutes audio report for each day in the week, and play this out 3 times during the day. This was to ensure that the material was heard by a diverse audience. The pre-recorded audio took the format of a dramatisation of a woman's descent into domestic abuse, counterpointed with interviews from professional services and contact details. This resulted in a powerful piece of radio that used the power of a person's story to convey a message that could potentially change people's lives for the better.

- The station reviewed its in house training provision and developed a Production Skills Training course, which is now provided to all our new volunteers. This training complements the existing 'Developing Skills for Community Radio' training delivered by The Manchester College and enables the volunteers to go out into the community and record, edit and script pre-recorded interviews so they can be packages on their or other volunteer's shows.

- Continuing to enjoy substantial support from Manchester City Council and Manchester's largest further education college, The Manchester College, 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.

- Nominating one of our volunteers, Kath Forden, for a Valuing Older People awards through Manchester City Council. Kath has been blind since birth and she has led her life changing people perceptions of what blind people can achieve in life. As a result of the nomination, Kath's photographic portrait was taken for an exhibition at the Council; this image was then used in the Valuing Older People calendar for 2009 (Kath is Miss February!) The image was also used in a poster campaign across the city centre to promote Older People, and most recently Urbis, Manchester's museum of city life, has commissioned an exhibition which Kath's image was a part of. Kath has really enjoyed the journey this nomination resulted in and WFM is proud that we could enable her to have these unique experiences.

1.12 Significant difficulties

Do you wish this section to be kept confidential? No

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 £35,000 in the period, which had to be financed from Radio Regen's resources (which are very limited). Due to the funding constraints, the station has been unable to employ an administrator, which has put additional strain on the remaining staff, who are 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 funding was provided to WFM through a series of grants and service delivery contracts, and a considerable amount of time was 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, and there is particular concern about the Council resources that will be available for community radio in Manchester in 2009/10 and beyond, due to cuts in Council budgets.

WFM has a self-funded Business Development Officer (BDO), but the post does not generate a substantial surplus, and the current economic climate is making it harder to meet income targets.

A further issue with staff resources is that there is only a limited pool of experienced community radio workers available to recruit from. This was highlighted when recruiting for the new Youth Engagement Officer, where we were not able to recruit an experienced youth worker who had radio skills. This is a national issue for the community radio sector.

1.13 Audience research

Please provide a summary of any audience research/ data you have collected during the year.

Due to significant lack of staff capacity we have been unable to conduct any audience research this year.

However, the station's service is web streamed, and the data provided shows a clear increase in the number of listener hours being accessed through the internet:

Q1: Apr/Jun 08 – 3,410 listener hours

Q2: Jul/Sep 08 – 4,698 listener hours

Q3: Oct/Dec 08 – 7,035 listener hours

Q4: Jan/Mar 09 – 8,855 listener hours

The web access to the station is currently limited to 200 listeners at any one time, which may restrict the above listener hours.

Section 2

Declaration

I hereby declare that the information given in this annual report is, to the best of my knowledge and belief, true and correct.

Signature

Name

Position

Station **Wythenshawe FM**

Email address

Telephone number

Date

Section 3

Checklist

Please ensure that you have done the following:

- Read the Guidance Notes.
- Checked that all sections of both forms (i.e. this document and the accompanying spreadsheet) are completed.
- Ensured that the declaration is signed and dated by a member of the board of the corporate body which has been awarded the community radio licence, and that the person has the authority to act on behalf of the board.

Then

Submit your form by email to community.radio@ofcom.org.uk and send one signed hard copy to

Community Radio Team (5th Floor)
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

Annual report forms must be returned to Ofcom by Friday 26 June 2009.

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