



# Community Radio

Annual report on the sector: 2009/2010

Statement

Publication date: 18 November 2010

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## Section 1

# Executive summary

- 1.1 Community radio stations are not-for-profit radio services designed to operate on a small scale and to deliver community benefits, known as 'social gain', to one or more communities. The legislation enabling community radio services to be licensed was introduced in 2004 and amended in January 2010. The first community radio station launched in November 2005. This is Ofcom's third annual report on the community radio sector.
- 1.2 Ofcom has to date licensed 228 stations over two rounds of licensing. 181 of these are broadcasting and a further 17 have either decided not to launch or have handed their licence back, largely due to funding problems. The remainder are preparing to start broadcasting. The second round of licensing has now concluded and Ofcom is currently considering whether there will be a third round of community radio licensing.
- 1.3 Community radio serves a diverse range of communities. The majority of stations licensed serve a general audience in either an urban/suburban area (17%) or a town/rural area (43%). Many services, however, serve smaller communities of interest. This includes, for example, those aimed at minority ethnic groups (14%), a youth audience (11%) and religious groups (7%). Of the licences awarded, 184 are in England, 14 in Northern Ireland, 20 in Scotland and 10 in Wales.
- 1.4 The legislation governing community radio sets out the characteristics of community radio services and defines social gain. Each station has a set of 'key commitments', which forms part of its licence and sets out how it will meet these characteristics and deliver social gain. It includes how a station will make itself accountable to its target community and ensure access, its programming aims and its commitments in respect of training and other social gain objectives.
- 1.5 The legislation also requires that Ofcom sets licence conditions limiting the amount of income that individual stations can generate from on-air advertising and sponsorship. For the majority of stations this limit is 50%, however, two stations have lower limits (25% and 10%) and a further 17 stations cannot take income from on-air advertising and sponsorship at all. These additional restrictions have been put in place to protect existing smaller commercial services whose coverage areas overlap with the community services.
- 1.6 Each station that has been broadcasting for more than a year is required to complete an annual report. The reports detail how each station has performed against its key commitments and identifies its sources of income and expenditure. The financial aspect of the reporting enables Ofcom to check whether the station has stayed within the legislative restrictions on funding.
- 1.7 For the period April 2009 to March 2010 Ofcom received key commitments annual reports from 128 stations and financial annual reports from 125 stations. Two stations were excused from providing financial reports and one station did not provide its financial report in time to be included in this report. One station did not submit either its key commitments or financial reports.
- 1.8 Annual reports were not required from stations that launched during this period or subsequently and are therefore not included in this report.

- 1.9 In 2009/10 the average (mean) station's income was around £74,500. The median figure, the mid-point in the distribution of station's income, was considerably lower at £44,500. This is because a small number of stations are earning significantly more than the majority.
- 1.10 The total reported income of the four highest earning stations, each reporting over £250,000 income for the reporting period and earning a total of just over £1.6m, equates roughly to the total income of the 66 lowest income stations. If we exclude the four highest earning stations' income then the average income drops to £62,000. The median figure remains relatively similar at £42,000.
- 1.11 Stations targeting a community of interest (rather than a geographic community) reported a higher income than the sector average. For example, services targeting minority ethnic communities had an average income of £80,000. Stations serving a general audience in an urban area reported a higher average income than town/rural stations (£83,000 as opposed to £56,500).
- 1.12 The average (mean) sector income is down by around 6% on the previous year's reported figures. In the 2008/09 period income had dropped by almost 20% compared to the period prior to this. The median income for this reporting period has dropped by 11% compared to the 2008/09 period.

	<b>2009/10</b>	<b>2008/09</b>	<b>2007/08</b>
Average (mean) income	£74,500 (- 6%)	£79,000 (-12%)	£101,000
Median income	£44,500 (-11%)	£50,000 (-25%)	£ 66,500

- 1.13 When compared to previous years, the proportion of income from specified sources to any significant extent appears similar. The most significant type of income for the sector is grant funding which accounts for 35% of the total. Income from on-air advertising or sponsorship accounted for around 22% of total income across the sector. Thirty stations (24% of those from which we had financial returns) had no income from advertising and sponsorship. Of these, 19 stations chose not to take this type of income as a matter of choice or policy. The remaining 11 stations were prohibited under their licence from doing so.
- 1.14 Public sources of funding accounted for 37% of the total sector income. Local authorities accounted for around 8% of the sector's total income. 25% of income came from other public bodies such as the Arts Council, health providers, educational establishments and various national lottery award schemes.
- 1.15 The Community Radio Fund, which is administered by Ofcom on behalf of the Department for Culture, Media and Sport, accounted for £348,000 (around 4% of the sector's total reported income). The Community Radio Fund continues to be the largest single source of income for the sector although a small number of individual funders made grants or entered into service level agreements (SLAs) - negotiated agreements between two parties where one is the customer (e.g. the local council) and the other is the service provider (the station) - of more than £100,000 in the year under review.
- 1.16 Community radio stations, on average, are spending roughly the same as their income. Stations cost, on average, around £74,500 to run. This has declined by 8%

compared to the previous reporting period. The median expenditure for this reporting period has remained stable compared to the 2008/09 period.

	<b>2009/10</b>	<b>2008/09</b>	<b>2007/08</b>
Average (mean) expenditure	£74,500 (-8%)	£81,000 (-20%)	£101,000
Median expenditure	£52,000 ( - )	£52,000 (-19%)	£ 64,500

- 1.17 The highest cost for community radio stations remains staff expenditure, which accounted for almost 50% of stations' costs. Premises and technical costs, as in previous years, account for the next most significant outlay.
- 1.18 Individual circumstances range from a surplus of £83,000, to a deficit of £158,000. Almost 50% of stations that returned a financial annual report were in deficit. Of these 59 stations in deficit, 21% reported this to be in excess of £10,000. In most cases, large deficits are being funded by parent organisations; any surpluses are typically invested in the operation of the service.
- 1.19 Community radio stations broadcast live for around 80 hours per week on average, and, in general, broadcast a further 10 hours per week of original pre-recorded material. On average around 31% of daytime output is speech and this can feature a wide range of local organisations and community initiatives.
- 1.20 Some stations focus on particular genres of music, while those serving a geographic audience generally broadcast more mainstream music during daytime programming, often moving to specialist output in the evening.
- 1.21 The average station reports the involvement of around 75 volunteers although there is a wide variation – from 1 to over 300. Together these volunteers give on average of around 213 hours a week of their time in total.
- 1.22 At a cost of under £10 million pounds, based on the reports received from stations in this reporting period community radio in the UK delivered:
- A total of almost 10,000 volunteering opportunities
  - Over 25,000 volunteer hours each week
  - Over 10,000 hours of original radio output each week
  - Output broadcast in a wide range of community languages
- 1.23 There are now over 180 stations broadcasting and Ofcom estimates that volunteers contribute close to 170,000 hours a month or over two million hours per year to community radio.

## Section 2

# Sector overview

- 2.1 Community radio is the term for not-for-profit stations that deliver specific social benefits to local communities. Community radio stations typically cover small geographical areas with a coverage radius of up to 5km and are run on a not-for-profit basis. They focus on the delivery of specific social benefits to particular geographical areas or community interests.
- 2.2 In addition to providing unique content, community radio stations deliver wide benefits to people in the areas in which they broadcast. This includes offering training and work experience opportunities, contributions to local education and providing a voice to those, such as older people or speakers of minority languages, who may find it harder to access the media.

## The licensing process

- 2.3 Community radio forms a unique third tier of radio broadcasting services alongside the BBC and commercial radio. Its distinctiveness is enshrined in the Community Radio Order 2004<sup>1</sup> which sets out the requirements for community radio, including that services are non-profit-distributing, are provided for an identified target community, deliver defined 'social gain' objectives, invite access and participation in the service and are accountable to their target communities.
- 2.4 Ofcom first invited applications for community radio licences in September 2004 and completed this initial round of licensing in May 2006. There were 194 applicants in this round and 107 groups were awarded a licence. The first station launched in November 2005.
- 2.5 For the second round of licensing Ofcom invited applications on a region-by-region basis, splitting the UK into eight regions. Applications were first invited from southwest England and south Wales in August 2006 and applications from the final region, Greater London and other areas within the M25, were invited in July 2009.
- 2.6 Ofcom completed the second round of licensing in August 2010. There were 200 applicants in this round and 121 of these groups were awarded a licence. Of the applications in this second round of licensing 174 were from groups in England, 13 from Scotland, 9 from Northern Ireland and 7 from Wales.
- 2.7 In total Ofcom has offered licences to 228 community radio stations. Of these 181 are on air with a further 30 preparing to launch (community radio stations have up to two years to launch from the date that they are offered a licence).
- 2.8 Nine stations decided not to launch and a further eight have handed their licence back after they had commenced broadcasting. The reasons given for a community radio service failing have typically related to funding, for example with groups encountering unexpected cash flow problems or the reliance on a single source of funding which had not been renewed. One group had a very small core group of participants; this may have impacted upon its ability to attract wider volunteer input and funding. Another group suffered from the failure of its parent organisation. In 2010 one licensee handed its licence back to take up a newly-awarded licence

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<sup>1</sup> <http://www.legislation.gov.uk/ukxi/2004/1944/contents/made>

covering a slightly different target community (Future Radio served 'west Norwich', and successfully applied for a licence to serve Norwich instead).

- 2.9 Although community stations have up to two years to launch from the point of licence award, many groups have found that this timeframe still requires prompt action and adequate planning in order to launch a valuable and sustainable service.
- 2.10 Ofcom is currently considering whether, how and when to invite applications for a third round of community radio licensing. We invited 'expressions of interest' from prospective applicants in April 2010, and received over 230 responses.
- 2.11 Further information on the licensing process for community radio is available on Ofcom's website at <http://licensing.ofcom.org.uk/radio-broadcast-licensing/community-radio/>.

**Figure 1 Community radio stations launch dates by year**



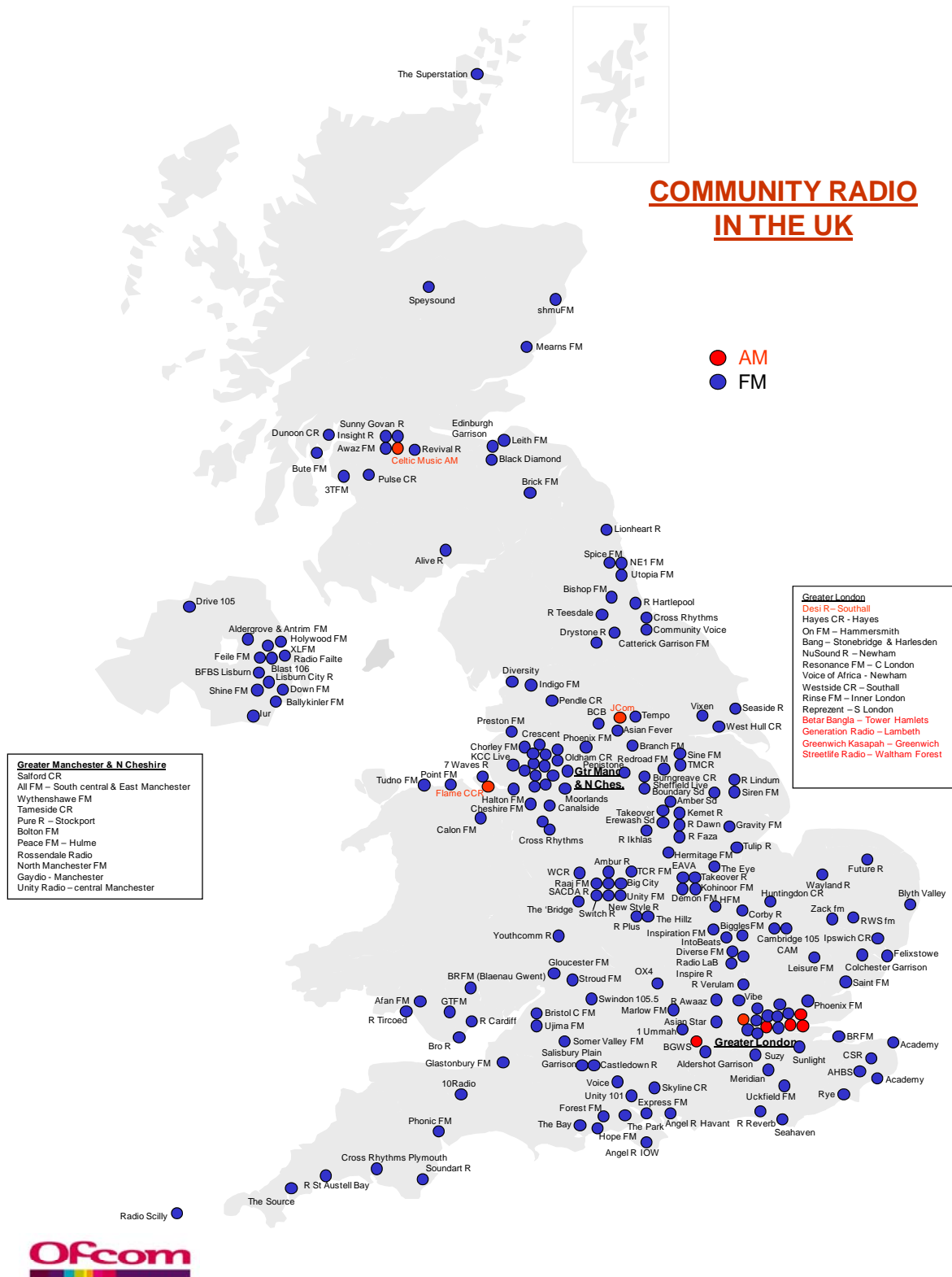
### Licence transfers

- 2.12 Community radio licences may be transferred from one organisation to another. However, Ofcom must consent to such transfers and, in order to do this, must be satisfied that the proposed new licence-holder is in a position to comply with all of the conditions included in the licence. These include providing the licensed service and continuing to deliver the station's existing key commitments.
- 2.13 Ofcom requests information from the proposed new licence-holder including business plans, evidence of available funding to sustain the serve and regarding the proposed directors.
- 2.14 In the reporting period (1 April 2009-31 March 2010) Ofcom consented to two licence transfers: Drive 105 FM in Derry, Northern Ireland and Castledown Radio in Luggershall, Wiltshire. The licence for Cambridge 105 (previously 209radio) in Cambridge was transferred in July 2010.

### Current licences

- 2.15 Figure 2 shows the locations of community radio services across the UK. There are 171 stations currently licensed in England, 18 in Scotland, 13 in Northern Ireland and nine in Wales. (Not all of these are broadcasting yet and these figures exclude the stations that handed back their licences.)

Figure 2 Map of community radio in the UK



2.16 Each community radio station defines its own target community at the time of application. This can be a general audience within its broadcast area or a service targeting a specific community within a geographic area. The table in Figure 3 summarises the types of community services licensed.

**Figure 3 Community radio – types of community served**

Type of community served	Number of licences awarded <sup>2</sup>	Percentage of licences awarded	Number on air (November 2010)	Number completing annual reports in 2009/2010
General audience – town/rural	97	43%	75	47
General audience – urban <sup>3</sup>	38	17%	31	26
Minority ethnic group	31	14%	27	22
Young people <sup>4</sup>	25	11%	17	7
Religious focus	15	7%	12	9
Military	9	4%	9	9
Other				
<i>Older people</i>	4	2%	3	2
<i>Arts</i>	3	1%	3	3
<i>Disability</i>	1	>1%	1	1
<i>Health promotion</i>	1	>1%	1	1
<i>LBGT</i>	1	>1%	1	0
<i>Independent/Urban music<sup>5</sup></i>	2	>1%	0	0
<i>Scottish music</i>	1	>1%	1	1
<b>Total</b>	<b>228</b>		<b>181</b>	<b>128<sup>6</sup></b>

2.17 Within the different types of community of interest services there can be wide variations. For example, stations with a religious ethos include both Christian and Muslim services.

2.18 Of the services targeting minority ethnic audiences half (16) are aimed at communities with a south Asian heritage. Nine stations serve a Black, African or African-Caribbean audience, and other services are aimed at the Jewish community

<sup>2</sup> This includes licences that have subsequently been handed back.

<sup>3</sup> An urban station has been defined as one based in a town or city of more than 175,000 people and/or one that is contiguous to a large conurbation.

<sup>4</sup> Includes services aimed at children and those in further or higher education, as well as young people more generally.

<sup>5</sup> Some services focussing on urban music have been included under 'young people' as that was the primary target community identified.

<sup>6</sup> Voice of Africa Radio had not submitted an annual report at the time this report was drafted and is not included in this figure. Burngreave Community Radio submitted a key commitments report and therefore this station has been included in this figure.

- (1), Gurkhas/Nepalese listeners (1), have an Irish focus (2) or minority ethnic communities generally (2).
- 2.19 Although some stations target a particular community of interest, others straddle more than one type of community. For example, Express FM's target community is young people, with an added emphasis on people involved in learning in Portsmouth. Crescent Radio serves the Asian Muslim community of Rochdale, although it is not a religious station, and broadcasts in English as well as a number of Asian languages.
- 2.20 Stations serving a geographic community often include a specific remit to serve subgroups within those communities. The Community Radio Order 2004 requires that community radio stations seek to serve 'underserved' communities and we estimate that at least half of the 'geographic' stations broadcast some programming aimed specifically at one or more minority or disadvantaged group. Moreover, many stations, and especially those based in major conurbations, are likely to include output aimed at specific subgroups within their target community and this is reflective of the diversity within particular broadcast areas.
- 2.21 The headline figures given in Figure 3 for community of interest stations way well under-represent the true amount of programming and off-air activity that is aimed at people who fall within one or more specific group as many 'general audience' stations broadcast some output targeted for local interest groups.
- 2.22 For example, shmuFM in Aberdeen broadcasts in, and supports local language and dialects, including Scots and Gaelic, and also broadcasts programming in languages such as Polish, Spanish, Slovakian, Hindi and Malaysian, to name but a few.
- 2.23 In the same way, many community of interest stations offer programming which is of appeal to the broader community.

#### **Resonance FM, inner London - *Specialist Arts***

*This year Resonance104.4fm was the winner of the **Radio Academy's Nations and Regions Award for London**. The judges said they "felt that Resonance stood out for listeners as a unique station in a saturated and largely homogenous radio market. It is a station that simply couldn't be found anywhere else, and that strongly identifies with – and super-serves – London's creative and artistic community. Its output defies format and conveys a distinct attitude that 'art should never care.' The minimal budget of grants and donations from people passionate about the station, coupled with very creative use of diverse radio techniques, sets challenges for both listeners and the radio industry alike. The judges considered this should be warmly welcome and supported with this award."*

***extract from station annual report***

### **The population served by community radio**

- 2.24 Based on our computer modelling of population data and signal reception, we estimate that around 9.2 million adults (just over 11 million people) are able to receive a community radio station broadly aimed at them – that is, either a general audience service or one that targets a particular community of interest of which they are a member. It should be noted that this is an approximate figure; there is a wide

variation in the concentration of spectrum use across the UK and figures for the size of specific communities of interest are estimates only.

- 2.25 Therefore close to 15% of the total UK population may be able to receive a community radio service aimed at them on FM or AM.
- 2.26 The exact parameters for assessing the coverage of community radio services are set out in Ofcom's document 'The licensing of community radio' ([http://stakeholders.ofcom.org.uk/broadcasting/radio/community/about/l\\_cr\\_state/](http://stakeholders.ofcom.org.uk/broadcasting/radio/community/about/l_cr_state/)). Further details of how Ofcom defines technical coverage can be found in 'Coverage: Planning Policy, Definitions and Assessment' ([http://stakeholders.ofcom.org.uk/broadcasting/radio/coverage/pp\\_def/section1/](http://stakeholders.ofcom.org.uk/broadcasting/radio/coverage/pp_def/section1/)).

### **Reporting requirements for community radio licensees**

- 2.27 Each community radio station has a set of 'key commitments' which forms part of its licence. This is the equivalent of the 'Format' included in every analogue commercial radio licence, but is far more detailed, including, as well as the nature of the programme service to be provided and its core aims, details of the licensee's commitments in respect of the delivery of social gain, training, access and accountability.
- 2.28 Community radio licensees are required to submit an annual report on progress and delivery against their key commitments. We provide a template for the annual report, which licensees complete, and a separate pro forma for financial information.
- 2.29 For the period April 2009 to March 2010 Ofcom received key commitments annual reports from 128 stations and financial annual reports from 125 stations. Two stations were excused from submitting a financial return for this period. In both cases, the licences were transferred to different companies during the reporting period and the new licensees did not have access to previous financial information. The financial report was not received from one station in time to be included in this report.
- 2.30 Thirteen community radio stations were found in breach of their licence for late submission of their annual reports. In addition, Burngreave Community Radio, serving a geographic community in Sheffield, failed to submit its financial report in time to be included in this report. Voice of Africa Radio which services the African community in Newham, east London, did not submit either of its annual reports in time for the information to be included in this report despite repeated requests to do so and we are considering whether further action will be taken.
- 2.31 Licensees must submit the pro forma financial report each year so that we can judge whether they have stayed within the funding limits set by the legislation (see below). The report includes information such as major sources of income and expenditure.
- 2.32 Most community radio services are allowed by the legislation to generate up to 50% of their funding from on-air commercial sources (spot-advertising and sponsorship opportunities taken together).
- 2.33 Two stations have been found in breach in this financial period of contravening the licence requirement to obtain no more than 50% of annual income from the sale of on-air advertising and sponsorship. While stations may count volunteer input as 'income', at least 25% of their total annual income must come from sources other than on air advertising and sponsorship and volunteer support.

- 2.34 A report on all of these licence breaches has been published in Ofcom's Broadcast Bulletin<sup>7</sup>.
- 2.35 Ofcom has the discretion to set a lower limit to the amount of income that can be derived from on-air advertising or sponsorship; Ofcom does this when it considers that licensing a service may prejudice unduly the economic viability of a local commercial radio service. Two stations have such restrictions in their licences: 106.9 Garrison FM in Catterick with a 25% limit, and Radio Sunlight in Gillingham, Kent with a 10% limit (Radio Sunlight has not yet commenced broadcasting).
- 2.36 A small number of community radio services are banned from obtaining any income from the sale of on-air advertising and sponsorship in order to protect the interests of nearby small-scale commercial stations with fewer than 150,000 adults (aged 15 +) within their measured coverage area. This ban is imposed by the legislation and currently affects 17 stations, 15 of which are on-air.

### **The Community Radio (Amendment) Order 2010**

- 2.37 The Community Radio (Amendment) Order 2010 came into force on 22 January 2010. The legislation can be found at <http://www.legislation.gov.uk/ukxi/2010/118/contents/made>.
- 2.38 The 2010 Order has made the following changes to the legislation:
- 2.39 **Licence extensions:** The legislation has given Ofcom the power to extend community radio licences for one period of up to five years. The legislation specifies a period in which an application for an extension may be made. This licence extension 'window' commences 18 months prior to the expiry date of the existing licence, and ends six months before the expiry date.
- 2.40 **Removal of the 50% limit on funding from any single source:** The legislation has removed the previous legislative restriction whereby a licensee could not receive more than 50% of its annual funding from any one source (this referred to a single organisation). N.B. The 50% limit on annual income from the sale of on-air advertising and sponsorship still applies, and is not affected by this legislative change.
- 2.41 **Removal of the restriction on overlap with small-scale commercial services:** The legislation has removed the previous legislative restriction whereby a licence could not be granted to a community radio station where the service would overlap with another local service serving fewer than 50,000 in its measured coverage area.

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<sup>7</sup> Broadcast Bulletin issue number 166 <http://stakeholders.ofcom.org.uk/enforcement/broadcast-bulletins/obb166/>

## Section 3

# Community radio stations' income

- 3.1 Community radio stations seek income from a wide range of sources and those that receive income from the sale of on-air advertising or sponsorship have to ensure that no more than 50% of their annual income is from this source, as described in paragraph 2.32.
- 3.2 As discussed in paragraph 2.36, some stations are prohibited from taking any income from the sale of on-air advertising or sponsorship. Ofcom also has the power to impose a limit of less than 50% if it believes that a higher limit would prejudice unduly the economic viability of an existing local station. Currently two stations have such restrictions in place: 106.9 Garrison FM in Catterick with a 25% limit, and Radio Sunlight in Gillingham, Kent with a 10% limit (this station is not yet on-air). 106.9 Garrison FM has completed a report for this reporting period.
- 3.3 Community radio services must be non-profit distributing and should use any profit produced wholly and exclusively to secure or improve the future provision of the service or for the delivery of social gain to members of the public or the target community.
- 3.4 Ofcom asks each station completing an annual report to report on its total income, broken down by category. Later in this section we will report on average income by source across the sector (based on reports from 125 licensees) for the period 1 April 2009 to 31 March 2010. It is important to note that there are variations depending on the type of station and its location, and these variations are discussed later.
- 3.5 We have not received financial reports from four stations that were eligible to submit them: Cambridge 105, Castledown Radio, Voice of Africa Radio and Burngreave Community Radio. With regard to Cambridge 105 and Castledown Radio, the licences were transferred to different companies during the reporting period. In both cases, the current licensee did not have access to previous financial information and has therefore been excused from submitting a financial return for this period. However, Ofcom is satisfied that neither station exceeded the statutory limit for income from the sale of on-air advertising and sponsorship because we received financial information from both stations as part of the transfer process.
- 3.6 With regard to Voice of Africa Radio and Burngreave Community Radio, neither station had submitted a finance annual report at the time this report was drafted. As a result, each station was found in breach of its licence conditions, and further action may be considered<sup>8</sup>.

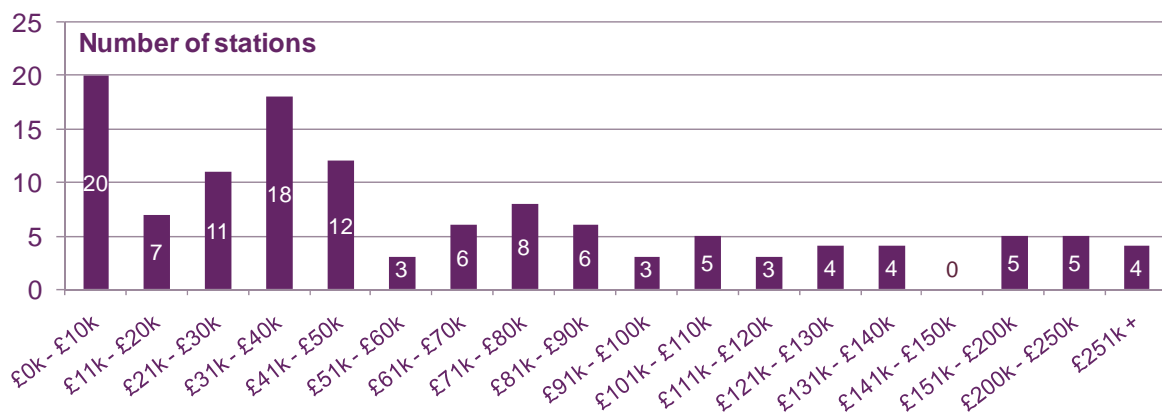
## Average income

	2009/10	2008/09	2007/08
Average (mean) income	£74,500 (- 6%)	£79,000 (-12%)	£101,000
Median income	£44,500 (-11%)	£50,000 (-25%)	£ 66,500

<sup>8</sup> Broadcast Bulletin issue number 166 <http://stakeholders.ofcom.org.uk/enforcement/broadcast-bulletins/obb166/>

- 3.7 The average (mean) income for the sector was around £74,500. Figure 4 illustrates, however, that stations have reported a wide range of incomes. Income ranged from less than £2,500 to over £650,000. The median income (that is, the value at the mid-point in the distribution of incomes) during the 2009/10 reporting period was considerably lower than the average, at £44,500.
- 3.8 This is because a small number of stations generate a significant proportion of the sector's income. For example, the four highest earning stations earn as much income as the bottom 66 stations combined; around £1.6 million. If we exclude the four highest earning stations' income then the average (mean) income drops to £62,000. The median figure remains relatively similar at £42,000.
- 3.9 Just over 20% of the stations submitting a financial report for this period reported less than £20,000 income during the 2009/10 period.
- 3.10 Ofcom's annual report for 2008/09 found that the average (mean) station income was around £79,000 with a median of around £50,000. This was a significant drop from just over £100,000 mean station income and a median of around £62,000 in the 2007/08 period.

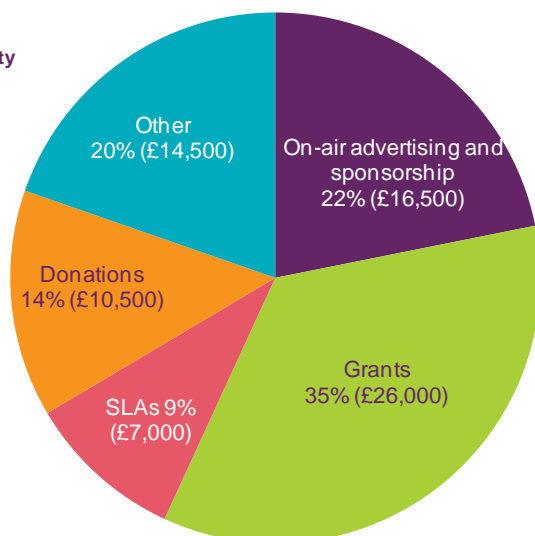
**Figure 4 Distribution of total income levels across the sector**



- 3.11 Figure 5 shows that the most important types of income for the sector continue to be grants (35%) and on-air advertising and sponsorship (22%). This is consistent with the findings of the last two reporting periods. Donations, often from members of the target community, accounted for 14% of income and Service Level Agreements, or SLAs, accounted for 9% of income in the 2009/10 reporting period. (SLAs are typically agreements between two parties where one is the customer, e.g. the local council, and the other is the service provider - the station. SLAs allow community radio stations to engage with relevant statutory organisations for the delivery of output of social benefit, in return for funding.)

**Figure 5 Total income split across the sector by type**

**Income by type**  
The average community radio station income was around £74,500



- 3.12 Different stations may take different approaches to how they allocate particular types of income in specific categories. For example, the lines may be blurred when we look at grants, SLAs and funding for the delivery of education and training as sources of income. We therefore consider that the figures within these categories, in particular, are close approximates. We are, however, confident that overall income figures are robust.
- 3.13 In instances where individual stations form part of a larger organisation, such as a community project or a youth centre, we have asked that only the income and expenses incurred in the operation of the radio station are reported on. Stations may take different approaches to apportioning the income and expenditure information relating to the radio station, dependent on their operating structures.
- 3.14 Equally, it should be noted that most community radio stations also broadcast online, with a smaller number of stations broadcasting on other licensed platforms such as DAB or satellite. In these cases, stations often include income and expenditure from these other services within their financial returns. We ask that these are appropriately categorised. For example, any advertising income or proportion of advertising income from websites or other radio platforms should be reported as 'off-air advertising'.
- 3.15 Advertising income from services other than the community radio service should be relatively straightforward to apportion, however other types of income and expenditure, such as shared rent and utilities, may be more difficult to allocate to the community radio service rather than the other broadcast types. Therefore, it should be borne in mind that some figures may take account of a larger organisation than just the community radio licence.
- 3.16 Figure 6 further details the different income types that stations reported this year. No single type of income stream is received by every station. Paragraphs 3.18 to 3.21 highlight the particular issues around advertising income.

### Gloucester FM, Gloucester - *Black and Ethnic Minorities*

*GFM set up "friend of GFM" scheme via our website and incorporated it into our GFM survival campaign which was launched on 1<sup>st</sup> March 2010. We are delighted to see the amount of listeners who now pay money direct into GFM account each month to help ensure GFM is kept on air.*

*extract from station annual report*

- 3.17 It is worth noting that sources of income that appear to generate a smaller proportion of income for the industry overall may be of fairly significant value to the individual stations using these income streams. For example, the sector average for broadcast access fees<sup>9</sup> is close to £400; however, the seven stations that report this as a source of income generated on average close to £7,000 in the reporting period.

**Figure 6 Breakdown of income in the community radio sector 2009/10**

Income type	Totals	% of sector income	Sector average	Average for stations in receipt of income type
Total income	£9,306,190	100%	£74,450	n/a
On-air advertising and sponsorship (combined)	£2,033,411	22%	£16,267	£21,404 (95 stations)
Grants	£3,258,915	35%	£26,071	£36,210 (90 stations)
SLAs	£ 894,767	10%	£ 7,158	£25,565 (35 stations)
Donations	£1,288,295	14%	£10,306	£15,522 (83 stations)
Other				
<i>Off-air advertising and sponsorship</i>	£ 301,459	3%	£ 2,412	£12,058 (25 stations)
<i>Fundraising/events and merchandise</i>	£ 238,766	3%	£ 1,910	£ 3,979 (60 stations)
<i>Education and training</i>	£ 386,778	4%	£ 3,094	£ 8,595 (45 stations)
<i>Membership schemes</i>	£ 55,752	>1%	£ 446	£ 2,788 (20 stations)
<i>Broadcast access fees</i>	£ 46,422	>1%	£ 371	£ 6,632 ( 7 stations)
<i>All other income</i>	£ 801,625	9%	£ 6,413	£13,821 (58 stations)

\* the figures in this table are based on financial reports received from 125 stations

<sup>9</sup> Some stations may charge broadcast access fees to other groups making use of the station's airwaves to, for example, deliver a specific programme.

## The impact of community radio legislation – income from on-air advertising and sponsorship

- 3.18 There is little difference between the average (mean) income of stations that do take income from on-air advertising and sponsorship (£74,500) and those that do not or cannot take income from this source (£77,000). Of the 30 stations that have reported not taking income from advertising eleven are restricted by the legislation from doing so. This restricted group reported a much lower average income (£39,000).
- 3.19 19 of the 30 stations which did not take income from on-air advertising or sponsorship in the reporting period did so as a matter of choice or policy. This includes a number of stations that are supported by financially strong parent or partner organisations, such as Insight Radio in Glasgow, which is run by the RNIB Scotland.
- 3.20 Historically there has been some debate in the community radio sector about whether taking income from advertising detracts from the core purpose of community radio broadcasting. For this reason, a number of stations have preferred not to take commercial income. We understand, for example, that some stations that target a young audience have concerns about advertising towards this community, particularly if the station is supported by formal education institutions.
- 3.21 For those stations that do generate income from on-air advertising and sponsorship this income stream, on average, forms around 29% of total income; the same as reported in the last two reporting periods.
- 3.22 We have included only four types of community in this income breakdown to compare to the sector average as the sample size from other community of interest types were too small to robustly report an average. We did, however, note that the seven stations serving a youth audience tended to take less of their income from advertising, with three taking none at all (£7,000 on average across the seven stations). This is consistent with the last reporting period and reinforces the point in paragraph 3.20 that these stations are hesitant about advertising to their chosen community.
- 3.23 24 stations received more than 50% of their cash income from the sale of on-air advertising and sponsorship. However, community radio stations can offset volunteer 'in-kind' support against other sources of income. (Ofcom's guidelines<sup>10</sup> for stations wishing to use volunteer time as part of station income values an hour's volunteering from senior volunteers at £13.13 and for standard volunteers at £9.38). In-kind support may also come in the form of premises provided at 'peppercorn' rates, the use of a car or services such as, for example, marketing or legal advice.
- 3.24 As referred to in paragraph 2.33, two stations have been found in breach during this financial period for contravening the 50% income rule by offsetting their volunteer in-kind support by more than the allowed 25%.
- 3.25 The average value of in-kind support in the reporting period was £44,500, the majority of which was in the form of volunteer time, although support through the provision of premises and professional services is also common. The total value of in-kind support in this period was just over £5.5m. It should be noted, however, that not all stations report their in-kind support. This is especially true of those stations

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<sup>10</sup>Guidelines for community radio stations that wish to use volunteer time as part of station turnover: <http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/volunteerinput.pdf>

that do not need to offset volunteer support against advertising income. It is therefore likely that the real level of in-kind support in the sector is higher.

- 3.26 The average number of volunteer hours per week is 213 across the sector. In theory, this could value the support that the average station receives in-kind from volunteers at over £100,000 each year. Volunteer input in the community radio sector is discussed further in section 5.

## Public funding

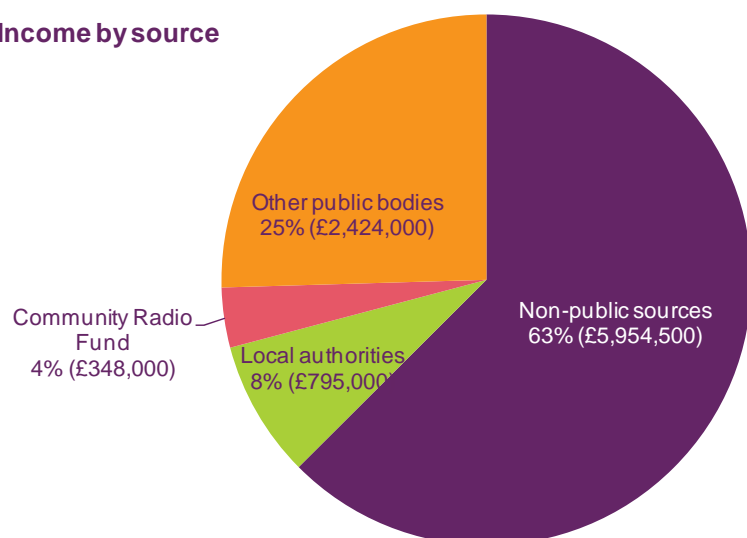
- 3.27 Ofcom asks stations to report on their major funders, regardless of the type of income. From the information we have received it appears that around 37% of the sector's income comes from public sources (see Figure 7). This has dropped from 44% in the 2008/09 period and 53% in the 2007/08 period.
- 3.28 One of the most significant individual sources of public funding is the Community Radio Fund (the Fund) which is administered by Ofcom on behalf of the Department for Culture, Media and Sport (DCMS). The Fund is worth up to £500,000<sup>11</sup> per year and is designed to support the core costs of community radio services, such as fundraising and management. (Ofcom does not contribute any money to the Fund.) The typical grant awarded is around £15,000. Further information on the Fund is available on Ofcom's website at <http://stakeholders.ofcom.org.uk/broadcasting/radio/community-radio-fund/>. DCMS has confirmed that the Fund will continue until 2014/15.
- 3.29 In the period under review the Fund accounted for around 4% of the sector's total income. It should be noted that a number of Fund recipients in 2009/10 were new stations that were not eligible to submit annual reports for this review, which is why the total reflected in this report is less than the total amount of Fund grants awarded in this period.
- 3.30 Local authorities are significant funders of community radio, usually in the form of grants but also through SLAs, delivery of training and on-air advertising of their services. (There were a small number of other individual funders who made grants or SLAs of more than £100,000 in the year under review.)
- 3.31 Other major sources of public funding include the Ministry of Defence (for those stations serving military communities of interest), the Welsh Assembly Community Radio Fund, grants from central government bodies such as the Arts Council, health providers, educational establishments and grants from various national lottery award schemes.
- 3.32 It is possible that some public funds are not included in the totals in Figure 7 as we only ask stations to identify the ten most significant funders by value. Most stations, however, have fewer than ten funders (excluding individual advertisers and in-kind support) and the funds excluded from these totals are likely to be low in value.
- 3.33 It is likely that the recession and constraints on public spending have had an impact on community radio stations' finances.

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<sup>11</sup> Not all stations that received a grant from the Fund in 2009/10 were due to complete an annual report. Therefore, the total reported income from the Fund is lower than the actual total paid out to stations.

**Figure 7 Public funding of community radio stations**

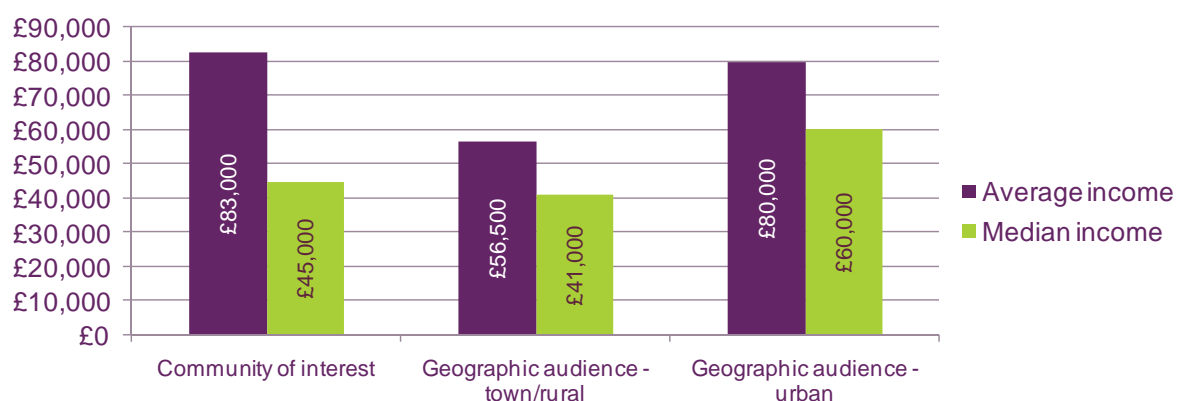
**Income by source**



**Income by type of community served**

- 3.34 The diverse range of audiences and communities served by community radio is mirrored in the variations in total average income and the sources of that income between different types of community radio services.
- 3.35 Stations serving a general audience in an urban area and those serving minority ethnic communities, which also tend to be in urban areas, have reported average incomes higher than the sector average at £83,000 and £80,000 respectively, as can be seen in Figure 8. The sector average (mean) for the 2009/10 reporting period was £74,500. Stations in towns or rural areas have lower incomes; on average £58,500.

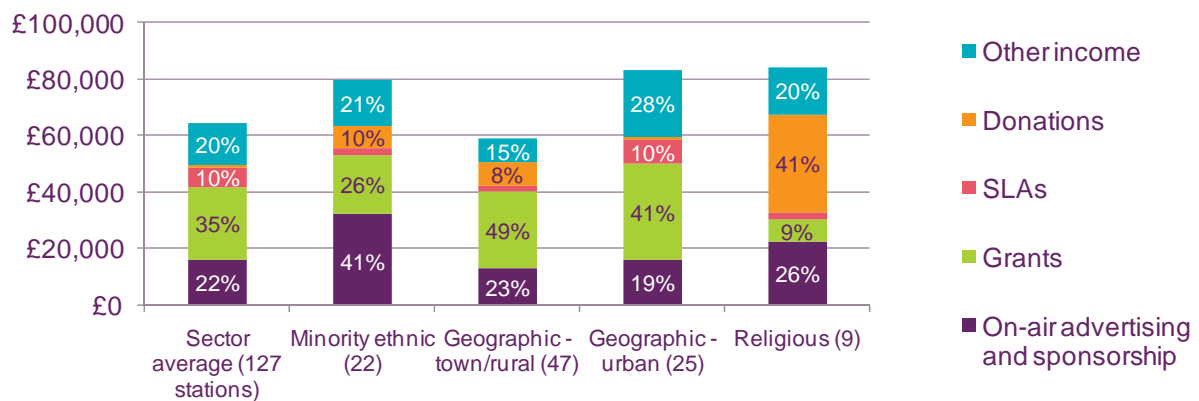
**Figure 8 Average income by type of community served**



- 3.36 Different types of community radio station were more or less likely to receive income from advertising than the sector average. For example, stations serving minority ethnic communities received 41% of their income from advertising. The sector average for this report period was 22%.
- 3.37 Stations with a religious focus have also reported a high average income of £84,500. However, with stations' incomes ranging from £11,000 to £267,000, the average income for this group is not particularly representative.

- 3.38 We have not included data for the nine military stations as their average income (£59,000) is not typical of this group's income as one station receives considerably more income than the remaining eight combined. The average income for those eight stations is around £25,000.
- 3.39 The seven stations serving young people reported an average income of £60,000. One station had significantly more income than the remaining six. The average income for this group, excluding that station, was almost half at roughly £32,500.
- 3.40 Stations serving a religious community reported receiving on average 41% of their income (as a group) from donations. In contrast, these stations received significantly less of their income from public funding.
- 3.41 On average, the sector received 45% of its income from grants and SLAs. Geographic stations, both urban and town/rural services, attracted slightly more than this at 51% and 56% respectively.

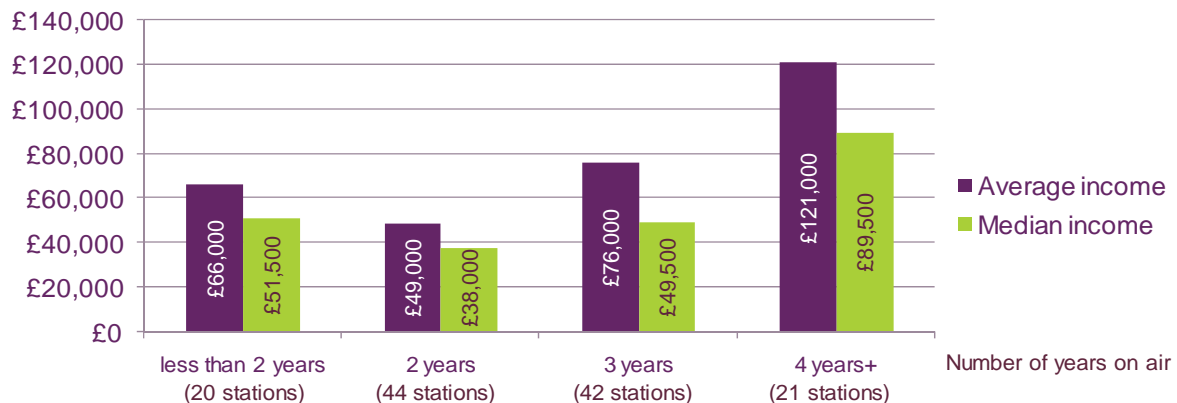
**Figure 9 Income by type of community served**



**Income by length of time a station has been on air**

- 3.42 Figure 10 indicates that stations that have been on air for four years or more are generally on the higher end of the earning scale. The chart shows that stations that have been on air between two and three years are attracting slightly less income than those that have been on air for a shorter period.

**Figure 10 Breakdown of income by number of years on air**



## Income by nation and region

3.43 Community radio stations are scattered across the UK with some nations and regions having more stations than others. Because some areas and nations have comparatively few stations it is difficult to report robustly national or regional trends.

3.44 We have identified some variations on the average in the table below:

**Figure 11 Variations in income in the nations and regions**

<b>Nation/region (number of stations reporting)</b>	<b>Percentage of total stations broadcasting</b>	<b>Significant variation on the sector average</b>
London (7)	4%	High proportion of income from 'other sources'. Education and training income broadly double the sector average. SLA income comparatively much lower.
East Midlands & Lincs (16)	9%	Proportionally high income from on-air advertising and sponsorship. Average grant and SLA income low.
Northern Ireland (10)	6%	High proportion of income from SLA's, although average income low compared to sector.
North east England (8)	4%	Income from education and training around double compared to sector average. Income from donations accounts for around 5% of total income (sector average is 14%). Off air advertising income high.
North west England (15)	8%	Income higher than sector average. High proportion from on-air sponsorship. Grant income, on average, accounts for 50% of income (sector average is 35%).
Scotland (12)	8%	Total income equates to 14% of total sector income. Grant and SLA income much higher (one station received a very large grant; another received a remarkably large SLA).
South east England (17)	9%	No significant variations.
South west England (14)	9%	Lower than average income.
Wales (8)	4%	Average income less than sector average. Less income from commercial on-air sources and more from grants; almost all benefited from the Welsh Assembly's Community Radio Fund. More income from donations.
West Midlands (5)	3%	Commercial on-air income high and accounts on average for 50% of income. Income from SLAs higher than average.
Yorkshire & Humberside (9)	5%	SLAs make up a high proportion of income. Income from on-air advertising and expenditure low compared to sector average and as proportion of income.

- 3.45 Community radio stations in Scotland account for 14% of the sector income. Grant and SLA income is reported to be very high with one station receiving a very large grant and another station in Scotland reporting a remarkably large SLA during the reporting period. In Yorkshire and Humberside SLAs also make up a large proportion of income and the same is true in Northern Ireland. In London, on the other hand, income from SLAs is much lower which may be due to more competition in this area for this type of funding.
- 3.46 Stations in north west England, on average, earned 50% more from grants than the sector average. Income generally was higher here with a high proportion from on-air sponsorship. Stations in the East Midlands and Leicestershire and those in the West Midlands also saw high levels of income from on-air advertising and sponsorship. Whereas stations in Yorkshire and Humberside have reported much lower income from these sources compared to the sector average and as a proportion of total income.
- 3.47 In London and north east England income from training and education was broadly double the sector average. London stations also reported a high proportion of income from 'other sources'.

## Section 4

# Community radio stations' costs

	2009/10	2008/09	2007/08
Average (mean) expenditure	£74,500 (-8%)	£81,000 (-20%)	£101,000
Median expenditure	£52,000 ( - )	£52,000 (-19%)	£ 64,500

- 4.1 The average community radio station costs around £74,500 a year to run. This represents an 8% decline in reported average (mean) costs between 2009/10 and 2008/09. Between the 2008/09 and 2007/08 periods, the reported average costs declined by 20%. Clearly as the reported average income has declined year on year, stations have had to cut their costs accordingly.
- 4.2 As with the sector's income, station expenditure covered a wide range. Reported annual station costs ranged from under £2,500 to around £650,000, with the median being lower at close to £52,000. As with our analysis of station income, this suggests a small number of high cost stations increasing the sector average.
- 4.3 The reported average expenditure on staff has stabilised this year at £42,500, after a decline of 18% between 2008/09 (£42,000) and 2007/08 (£51,000). This average is based on stations that employ paid staff. In the period under review 20 of the 125 stations reporting on their finances did not employ any paid staff at all. Staff costs remain the most significant cost incurred by community radio stations and accounts for 48% of the sector's total costs. Breakdowns of other cost types are given in Figure 12.

**Figure 12 Sector average expenditure**

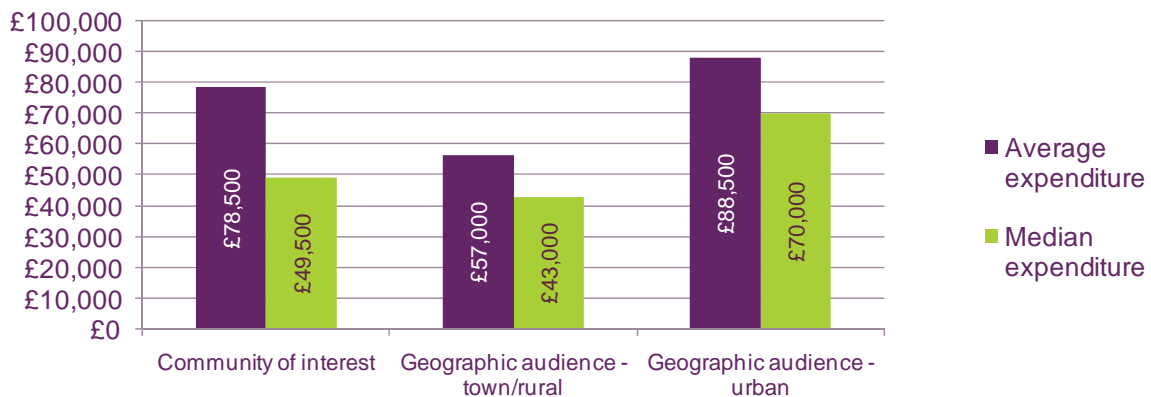
Expenditure	Sample totals	% of sector total	Sector average	Average for those stations with specific cost type
Total expenditure	£9,309,125	100%	£74,473	n/a
Staff	£4,472,724	48%	£35,782	£42,597 (105 stations)
Premises	£1,022,147	18%	£ 8,177	£11,885 ( 86 stations)
Technical costs	£ 998,683	9%	£ 7,989	£ 9,422 (106 stations)
Other				
<i>Volunteer expenses</i>	£ 270,191	2%	£ 2,162	£ 4,094 ( 66 stations)
<i>Marketing</i>	£ 272,005	2%	£ 2,176	£ 3,163 ( 86 stations)
<i>Admin</i>	£ 706,400	8%	£ 5,651	£ 7,208 ( 98 stations)
<i>All other expenditure</i>	£1,601,261	14%	£12,810	£14,297 (112 stations)

\* the figures in this table are based on financial reports received from 125 stations

## Variation in expenditure by type of community served

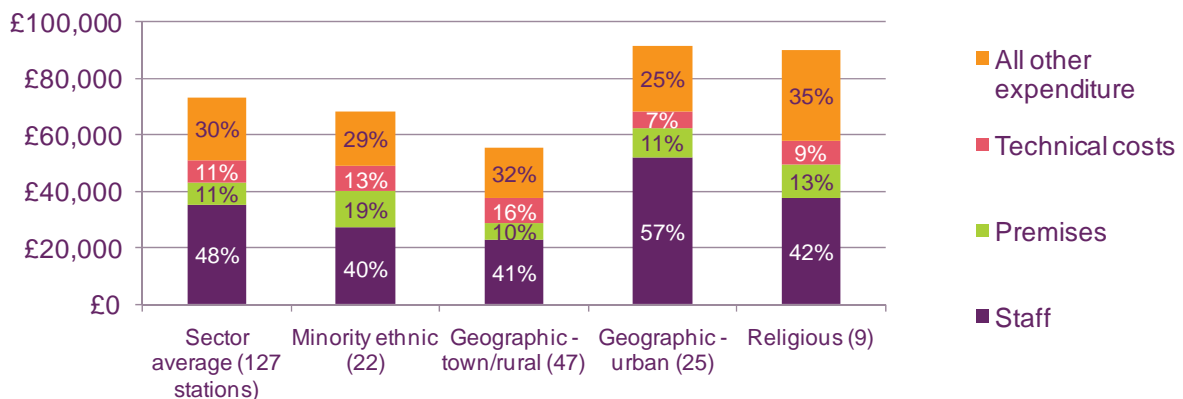
- 4.4 Figure 14 illustrates that stations serving a general audience in urban areas and those with a religious focus reported higher than average expenditure compared to the sector average. This is in keeping with the average income reported for these types of community station (Figure 9).
- 4.5 As Figure 13 shows, the lowest reported average expenditure was for stations serving a general audience in town/rural areas. This, again, is consistent with the average income reported for this type of community station.

**Figure 13 Average expenditure by type of community served**



- 4.6 There continues to be a difference in station costs depending on type of community served. As can be seen in Figure 14 the allocation of costs across the different types of communities served is reported to be reasonably consistent with the highest cost being staff in each case.

**Figure 14 Expenditure by type of community served**

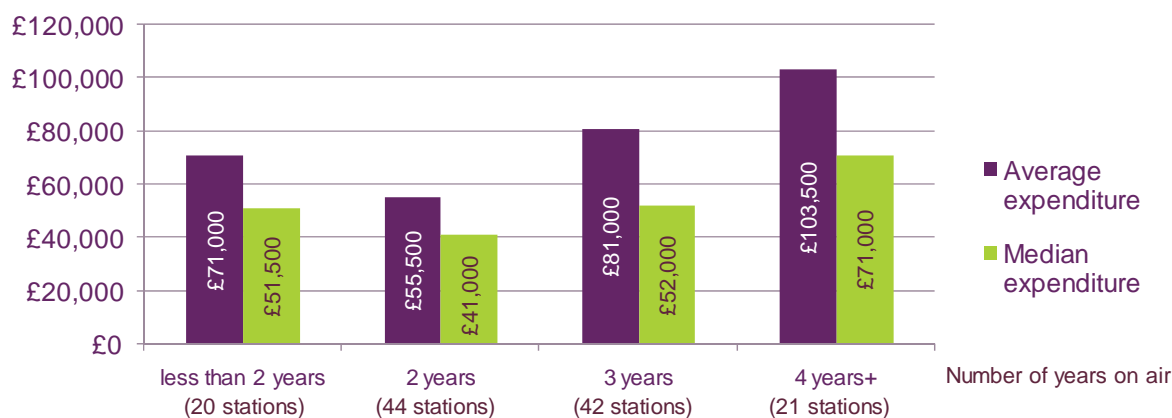


## Variation in expenditure by length of time on air

- 4.7 Figure 15 indicates that, in line with the income figures in section 3, stations that have been on air for four years and more have higher average costs (£103,500).
- 4.8 Newer stations that have been on air for less than two years have reported average costs of £71,000 which is slightly lower than the industry average of £74,500 and considerably lower than the more established stations referred to in paragraph 4.7.

4.9 Figure 15 also shows that stations that have been on air between two and three years are spending less than those that have not been on air as long. This is in line with the income analysis discussed in paragraph 3.42.

**Figure 15 Expenditure by length of time on air**



### Variation in expenditure by nation/ region

4.10 Due to the small number of stations reporting in each nation or English region, we must exercise caution when looking at trends in these areas.

4.11 We have identified some variations on the average in the table below:

**Figure 16 Variations in expenditure in the nations and regions**

Nation/region (number of stations reporting)	Percentage of total stations broadcasting	Significant variation on the sector average
London (7)	4%	Technical costs much higher. Expenditure on premises almost double sector average. Staff costs fairly low.
East Midlands & Lincs (16)	9%	Staff costs and volunteer expenses around a quarter lower than the sector average.
Northern Ireland (10)	6%	Average expenditure lower than sector average. Volunteer expenses very low. Premises costs make up high proportion of total costs.
North east England (8)	4%	Average expenditure low (as is average income) compared to sector. Average staff costs around half sector average.
North west England (15)	8%	Staff costs on average a third higher than sector average, with very low volunteer expense costs.
Scotland (12)	8%	Average expenditure higher than sector average (although this correlates with income averages).
South east England (17)	9%	Staff costs half sector average.
South west England (14)	9%	Premises costs low and total expenditure lower than average.

Wales (8)	4%	Significantly less spent on staff costs. Average volunteer expenses more than double sector average. Marketing costs less than half sector average.
West Midlands (5)	3%	No significant variations.
Yorkshire & Humberside (9)	5%	Staff costs and volunteer expenses high as proportion of total costs.

- 4.12 Analysis of the financial information provided to us for this reporting period suggests that stations in London have much higher technical costs than other areas. Premises costs are reported as being, on average across London stations, double the sector average. High premises costs are also a factor for stations in Northern Ireland where this expenditure makes up a high proportion of total costs. The converse is true of stations in south west England where on average the cost of premises has been reported to be low.
- 4.13 Stations in the south west of England have reported lower than average expenditure and this is also true of those in north east England (where average income is correspondingly low). In Northern Ireland community radio stations have also reported expenditure lower than the sector average. Stations in Scotland, on the other hand, have spent more in this period with high-income levels to support this.
- 4.14 Staff costs for London stations were reported as being fairly low and stations in the East Midlands and Lincolnshire spent around a quarter less than the sector average on staff costs and volunteer expenses. Expenditure on volunteer expenses was also very low in Northern Ireland stations. Stations in Wales and north east England reported low spend on staff costs whereas stations across north west England spending, on average a third more than the sector on staff, although with very low volunteer expense costs. Community radio stations in Wales spent more than double the sector average on their volunteer expenses. In Yorkshire and Humberside, these costs were especially high as a proportion of total outlay.

### **Are stations meeting their costs?**

- 4.15 Each station's average income and expenditure are about the same (approximately £74,500), but there is a wide range contained within these averages. The highest reported surplus is £83,000, with the greatest deficit reported to be £158,000. Almost half of the community radio stations who returned a financial annual report (59 stations) have reported a deficit. This is an increase from the equivalent figure of 40% in the 2008/09 financial period. The proportion of stations reporting a deficit in excess of £10,000 has remained roughly the same, however (21%, compared with 23% in 2008/09).
- 4.16 It should be noted that in many cases a station's financial year was not equivalent to the Ofcom reporting period (April to March). For this reason, income and expenditure would be planned differently and grants, for example, may have been received outside of our reporting period. In some cases, stations reporting a deficit may, in fact, be more financially secure than reported.
- 4.17 Generally, stations reinvest any surplus back into the station. Deficits are in the main funded through a parent organisation, from previous years' surpluses, or carried over to the next year.

- 4.18 On the whole the data for the 2009/10 reporting period indicates that, although income across the sector has fallen, stations are cutting their cloth accordingly by minimising spend where appropriate. With some stations heavily reliant on one or more revenue stream further cuts in income, for example if grants are not renewed, may severely affect individual stations, although the impact may not be as apparent when looking at the sector as a whole.

## Section 5

# Community radio stations' key commitments and social gain

- 5.1 Community radio services are licensed under the terms of the Community Radio Order 2004 (the Order) which modifies some sections of the Broadcasting Act 1990 (the Broadcasting Act) as amended by the Communications Act 2003 (together "the Legislation"). The Order sets out a wide range of requirements which broadcasters must comply with in order to be awarded and subsequently to retain a community radio licence.
- 5.2 All stations broadcast from within a target area for most of the time, though some will also broadcast content from elsewhere, dependent on their ethos and to some extent the community they wish to serve.
- 5.3 Central to the Order are the 'characteristics of community radio services' which define the nature of community radio, as well as various more detailed specific requirements which Ofcom must take into account when assessing an application for a community radio licence.
- 5.4 The specific characteristics of community radio service imposed upon community radio stations by Article 3 of the Order require that such services are operated:
  - for the good of the public;
  - to deliver social gain (community benefit);
  - to serve specific communities;
  - to operate on a non-profit-distributing basis;
  - to provide operational and managerial opportunities for members of the target a community (or communities); and
  - whereby the organisation providing the service is accountable to the community concerned.
- 5.5 The term 'social gain' is further defined by the Legislation, and includes four mandatory social gain objectives, as well as allowing services to define further social gain objectives themselves. The mandatory requirements are:
  - a service for underserved groups;
  - the facilitation of discussion and the expression of opinion;
  - the provision of education or training (to non-employees); and
  - facilitating the better understanding of the particular community and the strengthening of links within it.
- 5.6 The Legislation requires Ofcom to include in each community radio licence such conditions as are appropriate for securing that the character of service, as proposed in the application, is maintained. As a result, each station has specific 'key commitments' which form part of the licence. They are based on the promises made in the application, and agreed with each station before it commences broadcasting.

- 5.7 The key commitments is the equivalent of the 'Format' included in every commercial radio licence. However, commercial radio services are not expected to adhere to such a wide range of requirements as community radio services, and as a result their Formats relate primarily to their broadcast output (i.e. what the listener hears) rather than off-air activities that they may undertake.
- 5.8 The key commitments include:
- a description of the community to be served;
  - a summary of the character of service (a short description of the station's aims);
  - a description of the programme service;
  - social gain objectives (including how the station will satisfy the four mandatory social gain requirements set out above, and any other social gain objectives of the service);
  - access and participation arrangements; and
  - mechanisms to ensure accountability to the target community.
- 5.9 As part of its annual report process, Ofcom asks all stations that have been on-air for more than a year to report back on progress against their key commitments; these reports are then published by each station on its website and will also be published by Ofcom at <http://stakeholders.ofcom.org.uk/broadcasting/radio/community/annual-reports/>.
- 5.10 Due to the nature of the key commitments, not all of the feedback Ofcom receives is quantifiable. There are, however, some elements that we can usefully summarise to report on for the sector as a whole. Figure 17 shows some of the key areas that we are able to quantify, along with notable variations on the average.

**Figure 17 Selected key commitments data**

	<b>Sector average</b>	<b>Notable variations on the average</b>
Total live / original hours <sup>12</sup> per week	80 hours / 90 hours	Stations serving communities in urban areas and those with a specific minority ethnic audience typically broadcast more live an original output than the average. Youth focussed stations broadcast very close to the sector average whereas community radio stations serving military communities broadcast significantly less live and original output than the average.
Number of volunteers	75	Stations with an arts focus and those with a general urban audience on average have more volunteers. Stations targeting religious listeners report fewer volunteers than the sector average.
Total volunteer hours per week	213	Stations serving military communities reported far less volunteer hours per week than the sector average. Stations serving general audiences in urban areas also reported higher than average weekly volunteer hours.
Speech output as a percentage of total daytime output	31%	Religious stations reported a higher proportion of speech output with military stations tending to have less speech output than the average.

<sup>12</sup> 'Original hours' includes live output and also pre-recorded material that has not previously been broadcast.

- 5.11 When looking at delivery of these areas by the length of time a station has been on air there are no significant differences to be noted on the proportion of speech to music output. Stations that have been on air for less than two years typically deliver slightly more live output on average compared to the sector average. Stations which have been air for longer than four years have reported more volunteer hours per week than the sector average.
- 5.12 Ofcom checks each station's annual key commitments report against the promises made in its licence to ensure that the key commitments are being met. If we are not satisfied with the information provided then we will consider regulatory action as set out in our document 'Regulation of community radio services' available at <http://stakeholders.ofcom.org.uk/broadcasting/radio/community/regulations/crregulation/>. This document also gives information on how a service may request a change to its key commitments.
- 5.13 To ensure that individual stations are meeting their key commitment requirements Ofcom may listen to a station's output – a process which we refer to as 'content sampling'. In addition to this, we will respond to listener complaints where it falls within our remit.

### **Programming: original output**

- 5.14 Community radio services typically rely on volunteers, which may mean that not many of these services are live 24 hours a day, seven days a week. Networking or overnight automation is not unusual in the radio sector, generally.
- 5.15 The sector average during this reporting period was 90 hours of original programming each week. Community radio stations produce the vast majority of their output locally and a lot of this output is live; on average 80 hours per week. It should be noted, however, that stations may broadcast 'as live' for a number of reasons. For example working with inexperienced or vulnerable volunteer presenters may require more monitoring of the output. Volunteer availability can also have an impact on when programmes can be broadcast live. Notable variations on the sector averages are noted above in Figure 17.

### **Programming: speech and music**

- 5.16 When considering an application for licence award, Ofcom is required to consider whether an applicant will broaden choice, and be of a nature or offer content that is distinctive in relation to other local commercial and community radio services in the area. Across the sector, this means that music and speech output on community radio is especially diverse.
- 5.17 Many stations focus on particular genres of music. For example, Revival FM in Cumbernauld has a Christian perspective with music output including contemporary Christian pop, rock and gospel as well as more traditional Christian music. Radio Dawn which serves the Muslim community in Nottingham, broadcasts devotional and spiritual Islamic songs including Qawali, Arabic nasheeds and south-east Asian naats.
- 5.18 Stations serving a geographic audience generally have a fairly conventional approach to music during daytime broadcasts, moving to specialist output in the evening. IndigoFM in Kirkby Lonsdale, Cumbria, says that its daytime music output embraces the mainstream genres of popular music from the last four decades. Its

specialist music programmes, aired between 8pm and 10pm each weekday, have had a positive response from the local community.

- 5.19 Speech output makes up a significant proportion of live output in community radio broadcasting. On average speech formed 31% of stations' live daytime output during this reporting period.
- 5.20 Speech programming varies between stations and can depend on the type of community served. BFBS Lisburn in Northern Ireland, for example, serves the military, their families and civilians living and working in the Lisburn area. The station's speech output, which also forms part of a sustaining service for three further British Forces Broadcasting Services in Northern Ireland<sup>13</sup>, comprises local news and features in the form of magazine *feature 'Forces Reports'*. This programme delivers a split of roughly 50/50 military and non-military stories affecting the target community living and working in Lisburn and Northern Ireland generally.
- 5.21 Those stations serving a general audience often broadcast very localised information of interest to the target community. It may be featured in general output, or in separate speech programmes. 7 Waves Radio in the Wirral broadcasts its *'The Wirral Tonight'* programme which features local people and discusses local issues. Similarly, the station's sports show features local sportsmen and women from local teams and reports on local matches.
- 5.22 Vixen 101, broadcasting to the people of Market Weighton in East Yorkshire, features an environmental issues programme, *'Earthbeat'*; a financial news item, *'Business Talk'*; a programme covering political issues, *'Europe Week'* and half hour short stories in its *'Radio Books'* segment. The station also produces a 4 hour local and national sports programme each Saturday and live outside broadcasts have included a Remembrance Sunday ceremony, coverage from the Eastrington Show, a Christmas Fair and a late night shopping event.
- 5.23 Local organisations such as public bodies and private or third sector organisations are often featured as part of community radio output. Pure FM in Stockport works closely with key agencies in the locality including Greater Manchester Police, Stockport Council, Stockport's Primary Care Trust and Greater Manchester Fire & Rescue Service. The station says it has also run regular monthly campaigns with Stockport Council's Adults and Communities department. Campaigns have included support for older people, disability support, living well with dementia, dealing with debt, volunteering, support for carers, and keeping warm and safe in the winter.
- 5.24 Stations serving a particular community of interest may also feature a range of relevant local organisations. Raaj FM in Sandwell, West Bromwich, broadcasts regular weekday interview programmes aimed at informing and helping the local communities. During these slots the station features interviews with celebrities and local individuals as well as with Police officials, Health Authority officials, Fire Service officials, Local Education Authority officers and officials from other local public authorities.
- 5.25 Depending on the community they serve, community radio stations often carry programming in a variety of languages. In Belfast Raidió Fáilte broadcasts in Irish (Irish Gaelic) as well as occasionally in other community languages such as Basque and African French. In addition to this the station intends to offer more diversity by introducing programming in Cantonese and Mandarin. Féile FM also broadcasts in

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<sup>13</sup> Aldergrove & Antrim FM, Ballykinler FM and Hollywood FM.

Irish along with Scots Gaelic with some programming in Spanish, Slovak, Czech and Polish to serve its specific diverse audience.

- 5.26 Welsh language programming and music is broadcast not only by stations located in Wales such as GTFM in Pontypridd (which features dedicated Welsh language programming and approximately 50% of its music output from Welsh artists), Afan FM in Neath and Port Talbot (which encourages its presenters to broadcast in Welsh where possible), Calon FM in Wrexham (whose two weekly bilingual programmes are designed to encourage people to learn the Welsh language), Radio Tircoed (Tircoed village, near Swansea) and BRO Radio (Barry). Stations such as Ipswich Community Radio in Suffolk also broadcast Welsh output during the reporting period in response to community needs. In addition, this station broadcast programmes in Polish, Portuguese, Hindi, Cantonese, Mandarin, Russian, Italian, and Farsi. These programmes were typically presented bilingually in that language and in English.
- 5.27 Stations serving minority ethnic communities often broadcast in a range of community languages. Kohinoor FM in Leicester broadcasts mostly in Panjabi with some programming offered in a mix of Panjabi/English (to engage a younger audience), Panjabi/Hindi and Panjabi/Urdu. Most stations with a minority ethnic focus broadcast in English to some degree, with programming often delivered bilingually. This is typically to encourage young people – where English is usually the first or main language - to participate in the service too.
- 5.28 Stations serving a general audience or a geographic community also broadcast some output in many diverse languages such as Hungarian, Lithuanian, Congolese, Iraqi, Spanish, African French, Gujarati, Urdu, Kurdish, Ukrainian, Malaysian, Hindi and many other languages. Sheffield Live! for example, broadcast some material in Spanish, Igbo, Yoruba, Pashto, French, Urdu, Punjabi, Arabic, Cantonese, Mandarin, Portuguese, Tigrinya and English. The station mostly offered these languages as part of specific magazine programmes and it is working closely with Language Sheffield to see how the station can further develop future non-English programming.
- 5.29 Specific language output is sometimes dependent on a particular volunteer, which can mean that a language programme may come to an end if that volunteer leaves the station.
- 5.30 Takeover Radio in Leicester reviews its shows and presenters every six months when the station has a revamp. Similarly, Ipswich Community Radio changes its programme schedule twice a year to take account of changes in the demographic of its target community and to encourage local community members who have completed the station's basic radio skills training to start their own shows on the station.

### **Social gain – serving the underserved**

- 5.31 All community radio stations are expected to serve the 'underserved'. This generally means those people and communities that do not have local radio services currently aimed at them.

### **Pure Radio, Stockport**

*Having an interactive relationship with the community we serve is very important to the station. During 2009-10 we attended 54 outside events, recording and broadcasting live content from many of them. That is up from 5 recorded events during 2008/09. This has given us the opportunity to engage with communities across the borough including areas of social deprivation such as Brinnington.*

**extract from station annual report**

- 5.32 For stations targeting specific communities, such as the elderly or minority ethnic groups, this obligation is intrinsic to their service.
- 5.33 New Style Radio, for example, serves the African-Caribbean community in Birmingham. The station says that its range of general and specific programming caters for its culturally diverse target audience. The station acts as a conduit for communities that have limited access to mainstream media and New Style Radio acts as a vehicle for creative expression and presents a voice for the community to articulate and be informed of issues which impacts on the target community.
- 5.34 BCB 106.6FM, which serves a general audience in Bradford, says that it focuses on minority communities in Bradford and, where possible, responds to emerging needs in the refugee and migrant communities. The station also works with Eastern European communities in Bradford, broadcasting a range of programmes targeting those groups.

### **Halton FM, Halton,Cheshire**

*Halton FM can reach parts of the community that other stations and community groups cannot reach, for example; the house-bound and severely disabled. Without the station they would not be able to participate in local discussions and debate. This was the main aim of the station and we are proud that we have managed to achieve this.*

**extract from station annual report**

## **Social gain - facilitating discussion and the expression of opinion**

- 5.35 Community radio stations provide opportunities for local people to express their views and take part in on-air discussions. This can be in the form of regular discussion programmes, through phone-ins and through outside broadcasts from external events. In addition to this, stations are increasingly engaging with their audiences through social networking sites such as Facebook and Twitter, and web forums.
- 5.36 Afan FM in Port Talbot, serves a youth audience, it encourages views and comment from its listeners and welcomes opinion throughout its programming. The station says that two shows, in particular, focus on issues affecting the target audience and a weekly show is dedicated to a specific local issue.

- 5.37 Angel Radio, targeting the elderly in Havant, has a free phone service, which it says encourages listener participation, while GTFM in Pontypridd broadcasts daily discussions on local issues as well as one-off studio discussion on specific subjects.
- 5.38 Chorley FM makes good use of text messaging and email systems to encourage the expression of opinion, and is now aiming to improve the frequency of both its pre-recorded and live discussions. Tameside Radio has found that its listeners are happier to text or email the studio with a thought or opinion rather than phone in. The station estimates that it receives around 1,100 texts each month from listeners.
- 5.39 With the 2010 General Election and local elections taking place just after the period under review a number of stations have reported hosting discussion and debate programmes in the run up to the elections. Salford City Radio, for example, said its *'Leaders Debate 2010'* was a prolific success leading to local political party leaders asking for the programme to be staged on a more regular basis and not just at election time. The station said that this programme in particular attracted over 100 questions from listeners and resulted in a *"frenziedly active radio show which put Salford matters and its people at the very top of the agenda"*. Express FM in Portsmouth says their *'Election Special'* covered the *"local and national elections with candidates, political experts and local business people taking part"* with a number of the station's volunteer reporters present at all the counts in the area.
- 5.40 New Style Radio in Birmingham says the station was *"privileged to interview Prime Minister, David Cameron, the then leader of the opposition, in September 2009, in the run up to the election."* The station says this programme provided a unique opportunity for the local community to interact with the prospective Prime Minister of Britain. Hayes FM, serving a general audience in Hayes, Middlesex, undertook mini question time recordings with community panel discussions and another with the local MP and perspective parliamentary candidates. Radio Cardiff said several local party representatives were given air time during this period, which allowed the local community to phone in and address their queries directly to the candidates.
- 5.41 Swindon 105.5, serving the general Swindon community, said that during early 2010 *"several programme teams took part in discussion programmes with prospective Councillors and MPs in the lead-up to the General Election, learning the legal aspect of such broadcasts and presenting the widest coverage of the local scene in the Borough."*

### **Social gain - training for people not employed by the station**

- 5.42 All stations offer some form of training to their volunteers, and the majority offer training opportunities to other members of their target community too. This can range from taster session and short courses to fully accredited training programmes. Many also encourage the involvement of local schools in a variety of projects that will involve some training in radio skills.
- 5.43 Down FM in Downpatrick, Northern Ireland, sees training as central to its activities as it is part of the South Eastern Regional College. In the reporting year the station offered training to 42 full-time National Diploma Media students, 16 part-time +HNC Media students and delivered 10 short radio production courses for adult students. It engaged with a further 10 full-time students as part of their wider college activity and 20 school link pupils who were involved in vocational enrichment activities.
- 5.44 A number of stations work in partnership with other local media organisations. Salford City Radio, for example, has worked with BBC Radio Manchester to give six

Salford City Radio volunteers work experience placements each year. Oldham Community Radio has worked with the local newspaper and a local commercial radio station to offer a structured 'Community Reporters' course along with the University College Oldham.

- 5.45 Community radio stations also work with local agencies to offer training and other ways of interacting with the service to members of their target communities. 102.5 The 'Bridge in Stourbridge has worked with a local children's autistic support group, No Limits Community Project, to enable several children to regularly visit the station and sit in on shows. The station says that it struggles to provide training to people who are not working with the station as staff or volunteers, but it makes efforts to enter into partnerships with educational establishments to enable disadvantaged members of the community to visit the station and sit in on shows.
- 5.46 Many stations offer work experience opportunities to school pupils and students with placements ranging from a day or two to a number of weeks. Cross Rhythms City Radio in Stoke-on-Trent has had a number of university students working with the station in various areas such as production, interviewing and presentation skills. Media students from Keele University can compete for the annual Cross Rhythms City Radio Award which is given to the best student of the year. The station says that students often go on to volunteer with the station, which serves a Christian audience.

#### **Harborough FM, Market Harborough, Leicestershire**

*A continuing sense of achievement is felt after witnessing more very competent community radio broadcasters, who initially come to us with little or no experience of radio broadcasting. Having attended our introduction to radio broadcasting course, these people then "get the broadcasting bug" and take part in not only the "on air" activities, but also take on active roles in the outreach activities of the station such as outside broadcasts, and event hosting services. Witnessing these people's newly-gained and ever-increasing skills being put to use is very satisfying indeed.*

***extract from station annual report***

#### **Social gain - the better understanding of the particular community and the strengthening of the links within it**

- 5.47 Community radio stations seek to better understand and strengthen links within their community through a variety of ways.
- 5.48 Unity 101, which broadcasts to the Asian and other communities in Southampton, had a presence at many local events and festivals during the year under review and broadcast live from the Southampton and Eastleigh Melas and the St. Mary's Festival. The station says its weekly community news features help listeners to become involved in local events. Unity 101 broadcast 40 live interviews with book authors during the reporting period to encourage members of the local community to read more.
- 5.49 In Bradford BCB 106.6FM encourages participation from the diverse communities that make up the population in this area. BCB works to encourage awareness of the station and promotes active participation from communities, community groups and

individuals in the target community. The station says it is conscious that there are groups and communities that are underrepresented and the station targets these communities where possible. BCB has two outreach studios which provides neighbourhood based broadcast facilities and the station also broadcasts from community events; 38 such broadcasts during the reporting period. The station says this “gives direct contact with the communities we are trying to engage with – especially those ‘harder to reach’ groups.”

**shmuFM, Aberdeen**

*SHMU and partner agencies were awarded £30,000 [funding was secured from the Scottish Government through the Offender Literacies Learning Challenge Fund] to create a service that encourages and develops effective bridges between prison and the community by means of participating in community media activities (with radio being one of the key tools). The process of engaging with and producing community media is the key tool in the process of offering access to improved literacys skills for participants. Having engaged prisoners with exciting community media activities within the prison, shmu has maintained contact following release to encourage and support the prisoners to continue to develop their skills which has contributed towards a break in the cycle of offending. This area of work has been recognised as “Good Practice” by HMIE. (HMIE is the Scottish HM Inspectorate of Education)*

***extract from station annual report***

**Additional social gain objectives**

- 5.50 The Community Radio Order 2004 includes a (non-exclusive) list of additional 'objectives of a social nature'. These include:
- a) the delivery of services provided by local authorities and other services of a social nature and the increasing, and wider dissemination, of knowledge about those services and about local amenities;
  - b) the promotion of economic development and of social enterprises;
  - c) the promotion of employment;
  - d) the provision of opportunities for the gaining of work experience;
  - e) the promotion of social inclusion;
  - f) the promotion of cultural and linguistic diversity;
  - g) the promotion of civic participation and volunteering.
- 5.51 As well as the mandatory social gain objectives, many stations commit to further social gain goals such as those outlined above. For example, Castledown Radio in Wiltshire includes regular updates and features on local economic development and social enterprise as part of its output. The station attends relevant meetings, such as the Chamber of Commerce AGM, to record interviews and inform its editorial features.

- 5.52 A number of stations broadcast local job opportunities as part of their service, such as BRFM (Bridge FM) in Sheerness, Salford City Radio in Manchester and The Bay in Poole. Tameside Radio in Ashton-under-Lyme, for example, promoted a local job fair and featured interviews with recruiters and exhibitors at the fair in the run up to the event. On the day of the fair itself, the station broadcast from the event with live interviews. On the other end of the scale Insight Radio, serving the visually impaired in Glasgow, works to educate potential employers about the ease with which they could employ a blind or partially sighted person.
- 5.53 Diverse FM in Luton provides a platform for people from all communities to enhance and promote issues around integration, diversity, migration, and urban life, with programming broadcast in community languages such as Bengali, Hindi, Gujarati, Urdu, Pahari, Polish, Arabic, Swahili and Patwa.

#### **Sunny Govan Radio, Glasgow**

*“The organisation has helped to give the community a new sense of confidence and belief in itself. The area has been deprived for generations and has been negatively stereotyped by the traditional media outlets. Sunny Govan Community Radio places high importance on diversity and inclusion and through past RSLs with emphasis on community development, this has resulted in our station being utilised regularly by individuals and groups for the benefit of the community via regular campaigns. The amount of community groups that have participated continues to excel initial expectations.*

***extract from station annual report***

### **Access and participation**

- 5.54 Volunteering is an essential element in community radio. The legislation specifies that access to, and participation in, the operation of community radio is a key characteristic of the sector. Volunteers typically take on a broad range of roles at community radio stations. Afan FM in Port Talbot has found that, although the majority of its volunteers join the station as presenters, more are getting involved in different areas such as marketing, journalism and sports correspondence.
- 5.55 The time given by volunteers can vary quite dramatically, from an hour or two a month to over 300 per week. Some volunteers may get involved with a station for a short time or for a specific project, while others may dedicate time to a station for many years.
- 5.56 The arts-based service Soundart Radio in Totnes, Devon says it attracted 115 members in 2009. Around 62 of these made regular weekly or fortnightly programmes. In addition to this, the station had five work experience students from local schools and colleges. Two school visits gave studio access to 70 students and further visits were arranged with students from an arts college. The station ran radio-related and sound/music-making workshops in the community giving access to a wide range of participants.
- 5.57 As can be seen above, providing volunteering opportunities to members of the target community is not the only way for stations to ensure access and participation. Radio Ikhlas, which serves the Asian community in Derby, has used themed events working

with local schools, the NHS and the local council to provide access to the community. The station says it broadcast a number of live events from community centres, which included lectures, music, and educational or informative events. In addition to this the station organised an event aimed at women in the area. *“It was regarded by many as one of the most successful events to take place in Derby for a long time. This enabled the radio [station] to recruit new volunteers...”*

- 5.58 103 The Eye in Melton Mowbray invites groups and individuals to visit the station on a regular basis. The station says that 500 visitors took an active part in programmes on the station during the reporting period; some presenters subsequently joined the station as a result of being a guest on the service.
- 5.59 Community radio stations also cite social networking such as Facebook as providing opportunities to encourage access and participation.

## Accountability

- 5.60 All community radio stations must be accountable to the community they serve. Community radio stations seek to do this through a variety of means such as through regular meetings with representatives from the community and other stakeholders; ensuring board members are elected from within the community and annual meetings, which are open to listeners, volunteers and other interested parties.
- 5.61 Westside Radio in Southall, west London, holds regular meetings with staff and volunteers to discuss any issues that may have arisen. The station conducts surveys throughout the year, the results of which are fed back to the station’s steering group. As well as this, it facilitates consultation events within the community, which allow local people to ask questions on many topics including the running of the station itself.
- 5.62 Not all stations have boards with elected members. However, many have in place other groups which offer advice and feedback to the board. These include advisory groups, listener panels, steering groups and management committees that are open to members of the community, listeners and other stakeholders such as local schools or colleges and funding bodies.
- 5.63 Raaj FM, which serves the Panjabi community in West Bromwich, used its first annual meeting to elect the station management. The station has established a listeners’ club to gather views, opinions and feedback regarding the service. The listeners’ club is included in station events and has regular opportunities to feedback to the management board on its findings. RadioReverb, in Brighton, has also used its listener panel, made up of listeners from across the community, to gather feedback, which has helped inform specific areas such as in-house editorial training.
- 5.64 As mentioned above community radio stations are increasingly using different forms of communication to engage with their target communities. Stations report using various forms such as text messaging, telephone, email, station websites and increasingly social networking sites such as Facebook, Twitter and YouTube. Youthcomm Radio in Worcester, which is aimed at young people aged 11–25 says that the station can *“consult ‘virtually’ with young people via our Facebook Page”*. The military stations such as Colchester Garrison, Edinburgh Garrison and Catterick Garrison have found that *“Twitter and Facebook ... provides useful and immediate feedback from soldiers, families and MoD civilians.”*

- 5.65 The majority of stations have their own website, and most include their complaints procedure on their website. Many also ensure that volunteers are given a copy as part of their induction. Many stations feel that it is best practice to make their complaints and grievance procedures readily available to their listeners, volunteers and staff and to ensure that they have robust procedures in place.
- 5.66 Desi Radio, serving the Panjabi community in Southall, west London, takes a secular stance and is careful that its choice of music, topics and speech is culturally valid. It is keen that listeners understand the unusual philosophy of the station and queries and complaints are dealt with seriously and sensitively. Staff and volunteers are briefed and are familiar therefore with the process of dealing with complaints.

## **Achievements**

- 5.67 As part of the reporting process, stations are encouraged to tell us of their achievements during the review period. Although most station achievements are reflected under the specific social gain, some other areas are touched on.
- 5.68 A number of stations felt that remaining financially viable and staying on air despite difficult economic times was an achievement in itself. Skyline Community Radio in Southampton said that the station had been praised by its industry peers for bringing together a large number of people with little or no broadcasting skills. Gloucester FM believed it a significant achievement that it was able to continue delivering training, music, news, information and advice without securing any substantial funding to continue developing the station.
- 5.69 A number of stations have made positive changes to programming such as increasing the amount of live output on a weekly basis and this includes live outside broadcasts from external events. Celtic Music Radio in Glasgow said its outside broadcasts were an important way to meet their community of interest (those with an interest in Celtic music and Scottish culture), involve performers, singers and bands and the general public. 209radio in Cambridge (now broadcasting as Cambridge 105) deemed its first outside broadcast, from the Cambridge Folk Festival, as a significant achievement for the station.
- 5.70 Some stations achieved impressive recognition. Angel Radio in Havant was awarded The Queen's Award for Voluntary Service which is seen as the equivalent of an MBE. Awaz FM in Glasgow was informed in May 2010, whilst writing its annual report, that it had become the second community radio station to win this award. GTFM in Pontypridd was awarded its second Interlink Volunteering Award for promotion of the Welsh language.

## **Major difficulties**

- 5.71 Ofcom also asked stations to report, in confidence if they wished, on major difficulties that they had faced during the year. As this feedback was mostly given in confidence we cannot name the stations concerned, however a number of key trends were identifiable.
- 5.72 As in previous years, the most common difficulty suffered by community radio stations has been the lack of funding available. The reported average income for stations has declined by around 6% compared to the previous year. One station echoed others in the sector by pointing out that the ongoing financial state of the country is causing cuts to supporters' budgets (such as local authorities) and in

addition potential advertisers are being more cautious before committing any funds to advertising budgets.

- 5.73 Many stations are struggling to attract grant funding, competition for grants appears to have grown, some grant-giving bodies have cut their budgets and many feel there are insufficient funding streams to support the community radio sector. This is seen by some to have been exacerbated by more community radio stations coming on air.
- 5.74 As in previous years, some stations have been critical of the Community Radio Fund. The principle concern is that the Fund is not sufficient to support the growing number of community radio stations broadcasting and has not grown in line with the number of eligible stations (in fact it has not grown at all since 2005 when the Fund was set up).
- 5.75 Lack of funding and a general rise in costs has seen many stations reducing expenditure through relying more on voluntary workers and reducing staff costs through redundancy or pay cuts (some stations have no paid staff at all). Some stations have seen grants come to an end that had previously paid for a staff position and lack of new funds has meant that in many cases the position has had to cease along with the funding. This makes it especially difficult for stations to keep expertise in house, be it station management, technical or skills in fund-raising or advertising sales. Stations report that the strong dependency on volunteers may have ongoing implications for quality and consistency.
- 5.76 As a result of financial constraints, many stations are delivering less social gain initiatives than they would like to. Training, for example, is an area which is affected by funding cuts and, in the case of one station, not having a dedicated member of staff has meant that there is no capacity to deliver the training courses they would like, and for which there is huge demand and a waiting list.
- 5.77 Programming is another area where stations feel they are unable to deliver as much as they would like to. A number of stations are concerned that they are unable to offer a regular local news service. The work and resource required to deliver speech-based content is another area of concern to many stations. In other instances, stations have lost specific programmes due to cuts, such as NHS delivered health programming.
- 5.78 Turning to station coverage areas, a number of stations reported poor coverage and the inability under current arrangements to reach all of their target community. Community radio stations are generally licensed for a transmission area of up to a 5km radius, typically at a power level of 25 watts in each plane (50 watts in total). Some stations feel that their low power level has led to patchy signal reception.
- 5.79 Annex 2 details some of the station difficulties that we can share in this report, as well as the achievements enjoyed by stations during the reporting period.

## **Listener figures**

- 5.80 The radio industry standard for measuring listener figures is known as RAJAR (Radio Joint Audience Research). This is used by both the BBC and commercial radio services. The cost of RAJAR is prohibitive for most community radio stations at close to £10,000 per year. (No community radio station has reported using RAJAR as the cost is too prohibitive.) However, RAJAR is not designed for measuring the audiences of very small stations, or for stations targeting a sub-group of the general

population, therefore it may not be the most appropriate vehicle for measuring community radio audience levels even if stations could afford it.

- 5.81 Ofcom asked stations to provide details of any audience research they had carried out. Although not a formal indication of listening figures the evidence stations have gathered, some of which is anecdotal, gives us an indication of how many people are listening, as well as some information regarding how some stations use their listeners to help inform the service.
- 5.82 Stations' research sources include listener correspondence such as emails, social networking, station website forums and phone calls. Some stations use outside broadcasts and local events as opportunities to create a more personal dialogue with their listeners. A small number of stations carry out more formal research projects; on their websites, through street surveys and occasionally with the use of third party companies.
- 5.83 Research topics typically including suggestions on how to improve the existing service and questions on general satisfaction with the service, speech ratio and choice of music, programme suggestions and questions on the quality of the programming offered. Demographic information is also gathered as well as quantitative information focussing on the number of people listening, peak listening times and coverage.
- 5.84 Stations have reported that research outcomes often help them to 'refresh' their output and make changes to music policy or programming.
- 5.85 Barriers to stations carrying out research projects include costs, lack of resource or staff capacity and perceived insufficient in-house skills.
- 5.86 Angel Radio, targeting the elderly in Havant, undertook a street survey of fifty people to find elderly people who did not listen to the station and to ascertain why they don't listen, what they listen to instead and what they would change about Angel Radio to persuade them to listen to the station. The stations reports that overall listeners were very satisfied with the service provided and that only 4% of local listeners wanted to change Angel Radio. The main area of discontent for distant listeners was the lack of FM or DAB geographical coverage area.
- 5.87 In June 2009 Takeover Radio, serving a youth audience in Leicester, carried out a survey on Digital Spy which looked at radio listening in Leicester. The results of this survey showed community radio to be "*very popular in Leicester particularly Takeover Radio*", with the station coming out as the second most listened to radio station in Leicester and the most listened to breakfast show.

**Féile FM, Belfast**

*This [funding problem] is exacerbated by the fact that the station cannot obtain costly RAJAR listening figures which would undoubtedly help secure more revenue in this area.*

***extract from station annual report***

## Annex 1

# Stations completing an annual report for 2009/2010

<b>Station</b>	<b>Location</b>	<b>Category of target community</b>
103 The Eye	Vale of Belvoir, Leicestershire	Geographic – town/rural
106.9 Garrison FM	Catterick	Military
10Radio	Wiveliscombe, Somerset	Geographic – town/rural
209radio <sup>14</sup>	Cambridge	Geographic – urban
3TFM Community Radio for Health	Saltcoats, Ayrshire	Health promotion
7 Waves Radio	Leasowe, The Wirral	Geographic – urban
97.5 Kemet FM	Nottingham	BME
Afan FM	Neath and Port Talbot, south Wales	Young people
Aldergrove & Antrim FM	Aldergrove, Northern Ireland	Military
Aldershot Garrison FM	Aldershot, Hampshire	Military
ALL FM	Levenshulme, Manchester	Geographic – urban
Amber Sound FM	Ripley, Derbyshire	Geographic – town/rural
Angel Radio	Havant, Hampshire	Older people
Angel Radio Isle of Wight	Newport, Isle of Wight	Older people
Asian Star	Slough, Berkshire	BME
Awaz FM	Central Glasgow	BME
Ballykinler FM	Ballykinler, Northern Ireland	Military
BANG Radio	Harlesdon, London	Geographic – urban
BCB 106.6FM	Bradford	Geographic – urban
BFBS Lisburn	Lisburn, Northern Ireland	Military
Big City Radio (formerly Aston FM)	Aston, Birmingham	Geographic - urban
Black Diamond FM	Midlothian	Geographic – urban

<sup>14</sup> 209radio was excused from providing a financial annual report as the licence was transferred to a different company during the reporting period and the incumbent group did not have access to previous financial information. The station is now broadcasting as Cambridge 105.

Boundary Sound	Newark-on-Trent, Nottinghamshire	Geographic – town/rural
Branch FM	Dewsbury, Yorkshire	Religious
BRfm	Brynmawr, Blaenau Gwent	Geographic – town/rural
BRFM (Bridge FM)	Isle of Sheppey	Geographic –town/rural
Brick FM	St Boswells, Borders	Geographic – town/rural
Bristol Community FM	Bristol	Geographic – urban
Bro Radio	Barry, Vale of Glamorgan	Geographic – town/rural
Burngreave Community Radio <sup>15</sup>	Burngreave, Sheffield	Geographic – town/rural
Calon FM	Wrexham	Geographic – town/rural
Canalside Radio	Bollington, Cheshire	Geographic – town/rural
Castledown Radio <sup>16</sup>	Tidworth, Wiltshire	Geographic – town/rural
Celtic Music Radio	Glasgow	Music – Scottish
Cheshire FM	Mid-Cheshire	Geographic – town/rural
Chorley FM	Chorley, Lancashire	Young people
Colchester Garrison FM	Colchester, Essex	Military
Crescent Radio	Rochdale	BME
Cross Rhythms City Radio	Stoke-on-Trent	Religious
Cross Rhythms Plymouth	Plymouth	Religious
Cross Rhythms Teesside	Stockton-on-Tees	Religious
CSR	Canterbury	Young people
Desi Radio	Southall, west London	BME
Diverse FM	Luton, Bedfordshire	Geographic – urban
Diversity FM	Lancaster, Lancashire	Geographic – town/rural
Down FM	Downpatrick, Northern Ireland	Geographic – urban
Drive 105	Derry/Londonderry	Geographic – urban
Drystone Radio	South Craven, Yorkshire	Geographic – town/rural
EAVA FM	Leicester	BME

<sup>15</sup> The annual financial report was not received from Burngreave Community Radio in time to be included in this report.

<sup>16</sup> Castledown Radio was excused from providing a financial annual report as the licence was transferred to a different company during the reporting period. The incumbent group did not have access to previous financial information.

Edinburgh Garrison FM	Edinburgh	Military
Express FM	Portsmouth	Young people
Féile FM	Belfast	Geographic – urban
Forest FM	Verwood, Dorset	Geographic – town/rural
Future Radio	Norwich	Geographic – town/rural
Gloucester FM	Gloucester	BME
Gravity FM	Grantham, Lincolnshire	Geographic – town/rural
GTFM Pontypridd	Pontypridd, south Wales	Geographic – town/rural
Halton Community Radio	Halton, Cheshire	Geographic – town/rural
Harborough FM	Market Harborough, Leicestershire	Geographic – town/rural
Hayes FM	Hayes, west London	Geographic – urban
Hollywood FM	Hollywood, Belfast	Military
Hope FM	Bournemouth	Religious
IndigoFM	Kirkby Lonsdale, Cumbria	Geographic – town/rural
Insight Radio	West Glasgow	Disability group
Ipswich Community Radio (ICR)	Ipswich	Geographic – town/rural
Íúr FM	Newry, Northern Ireland	Geographic – town/rural
Kohinoor FM	Leicester	BME
Leith FM	Edinburgh	Geographic – urban
Lionheart Radio	Alnwick, Northumberland	Geographic – town/rural
NE1 FM	Newcastle upon Tyne	Geographic – urban
New Style Radio 98.7 FM	Birmingham	BME
Nusound Radio	Newham, London	BME
Oldham Community Radio	Oldham	Geographic – urban
OnFM	Hammersmith, west London	Geographic – urban
Pendle Community Radio	Nelson, Lancashire	BME
Phoenix FM	Halifax, West Yorkshire	Geographic – town/rural
Phoenix FM	Brentwood, Essex	Geographic – town/rural
Phonic FM	Exeter	Arts and music
Preston FM	Preston	Geographic – town/rural
Pure Radio	Stockport	Geographic – urban

Raaj FM	West Bromwich	BME
Radio Asian Fever	Leeds	BME
Radio Cardiff	Cardiff	BME
Radio Dawn	Nottingham	Religious
Radio Faza 97.1 fm	Nottingham	BME
Radio Hartlepool	Hartlepool	Geographic – town/rural
Radio Ikhlas	Derby	BME
RadioReverb	Brighton	Geographic – urban
Radio Scilly	Isles of Scilly	Geographic – town/rural
Radio St Austell Bay	St Austell, Cornwall	Geographic – town/rural
Radio Teesdale	Teesdale, County Durham	Geographic – town/rural
Radio Tircoed	Tircoed Village, Swansea	Geographic – town/rural
Radio Verulam	St Albans, Hertfordshire	Geographic – town/rural
Raidió Fáilte	Belfast	BME
Resonance FM	Central London	Arts and music
Revival Radio	Glasgow	Religious
Saint FM	Burnham-on-Crouch, Essex	Geographic – town/rural
Salford City Radio	Salford	Geographic – urban
Salisbury Plain Garrison FM	Salisbury	Military
Seaside FM 105.3	Withernsea, East Yorkshire	Geographic – town/rural
Sheffield Live!	Sheffield	Geographic - urban
Shine FM	Banbridge, County Down (Northern Ireland)	Religious
shmuFM	Aberdeen	Geographic – urban
Siren FM	Lincoln	Young people
Skyline Community Radio	Hedge End, Southampton	Geographic – town/rural
Somer Valley FM	Midsomer Norton, Somerset	Geographic – town/rural
Soundart Radio	Totnes, Devon	Arts and music
Spice FM	Newcastle upon Tyne	BME
Stroud FM	Stroud, Gloucestershire	Geographic – town/rural
Sunny Govan Radio	Govan, Glasgow	Geographic – urban
Swindon 105.5	Swindon, Wiltshire	Geographic – town/rural

Takeover Radio	Leicester	Young people
Tameside Radio	Tameside	Geographic – urban
Tempo 107.4 FM	Wetherby, West Yorkshire	Geographic – town/rural
The Bay (Poole)	Ferndown, Dorset	Geographic – town/rural
The 'Bridge	Stourbridge, West Midlands	Geographic – urban
The Source	Penryn, Cornwall	Geographic – town/rural
The Super Station Orkney	Orkney	Geographic - town/rural
Tudno FM	Llandudno, north Wales	Geographic – town/rural
Ujima Radio	Bristol	Geographic – town/rural
Unity 101	Southampton	BME
Unity FM	Birmingham	BME
Vixen 101	Market Weighton, Yorkshire	Geographic – town/rural
Voice of Africa Radio <sup>17</sup>	Newham, East London	BME
WCR FM	Wolverhampton	Geographic – urban
West Hull Community Radio	Hull	Geographic – urban
Westside Community Radio	Southall, west London	Geographic – urban
Wythenshawe FM	Wythenshawe, Manchester	Geographic – urban
Youthcomm Radio	Worcester	Young people

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<sup>17</sup> Voice of Africa Radio was required to provide annual reports for this period. Its reports were not received in time to be included in this report.

## Annex 2

# Stations' achievements and difficulties

Ofcom asks stations to report, in confidence if they wish, on major difficulties faced during the reporting period and this is summarised in Section 5. Stations are also encouraged to tell us about their achievements. Set out below are some extracts from stations which have not asked for their comments to be kept confidential. Achievements and difficulties are grouped together under broad categories.

## Achievements

### Awards and nominations

*During this period Angel Radio was awarded The Queen's Award for Voluntary Service, the equivalent of an MBE for the radio station. **Angel Radio, Havant***

*During this period Angel Radio was nominated for an award run by the Community Channel. They were running a competition to find a groundbreaking small project that makes a BIG difference in its local community, is innovative and inspiring and makes a positive and proven impact on the local community or society at large. Although we did not win the award, the organisers and judges wrote to us to say how very impressed they were with our project and gave us 'Highly Commended'. **Angel Radio, Havant***

*In September Havant Borough Council held a Civic Reception for the Angel team and many listeners. The event was attended by the Lord Lieutenant of Hampshire Dame Mary Fagan DVCO, Vice-Admiral Sir Roy Newman, and the Mayor of Havant. As well as raising the self esteem of Angel Radio's staff and listeners, the award has proved very newsworthy locally as Angel Radio was the only recipient in the whole county of Hampshire. **Angel Radio, Havant***

*In May 2010 we received notice that Awaz FM had become the 2nd Community Radio in the UK to win The Queens Award for Voluntary Groups MBE which will be presented in July/August 2010. **Awaz FM, Glasgow***

*In collaboration with Glyndwr University Calon FM was nominated for a Times Higher Education Award for a project which helped to raise over £5000 for a local charity. **Calon FM, Wrexham (Clwyd)***

*Celtic Music Radio submitted an application in November 2009 for the Radio Academy 'Radio Production Awards' 2009. At the nominations event on Tuesday evening at the Revolution Bar, Oxford Road, Manchester, Celtic Music Radio's Ross Macfadyen was nominated for a Live Music Producer award in the Live Music Producer category. The Celtic Music Radio entry was a live concert recording produced by Ross Macfadyen. The concert was held at East Kilbride Arts Centre, East Kilbride, Lanarkshire featuring a tribute to the late Glasgow singer Matt McGinn and was broadcast on 2 May 2009. This was a tribute to the prolific songwriter who died tragically in 1977 at the age of only 49 years, but left some 500 songs. **Celtic Music Radio, Glasgow***

*In November CSR attended the Student Radio Awards in London where the station won Silver in the Best Live Event / Outside Broadcast category. The judges felt CSR showed huge initiative in negotiating the huge technical issues implicit in broadcasting from a working farm and praised CSR for its innovative approach to the broadcast and the success in capturing the atmosphere of the festival in its output. They also highlighted the*

effectiveness of using big name bands to supply idents for the event (significantly reinforcing the station's credentials) as well as the decision to build an editing suite to quickly turn around music and get it on air literally as the bands came off stage. **CSR, Canterbury**

Ashuk Ahmed (one of the founder members and current Treasurer) was recently (June 2009) included on the Queen's Birthday Honour List and has received an MBE for his services to young people. **Diverse FM, Luton**

At the Pride of Luton Award Ceremony 2009: where all the hard work and kind actions of people across our town are recognised at an award ceremony. Three of our young volunteers from the Youth Forum show were nominated for "The Young Achiever" award to recognise their outstanding effort and achievement that they each have shown volunteering at Diverse FM. At a yearly award ceremony where the Mayor of Luton acknowledges outstanding achievement above and beyond normal duties. Sandra Dobosz, presenter of the Youth Forum and the Polish Show was nominated and won in her category in recognition to her volunteering endeavour and helping to bring closer the newly arrived Polish community in Luton with the host communities. **Diverse FM, Luton**

To be awarded a second Interlink Volunteering Award for promotion of the Welsh language. **GTFM, Pontypridd (Mid Glamorgan)**

To win a runner up WCVA Green Award for Gtfm's pioneering work in powering its FM transmissions - as far as is practicable - from sustainable energy sources (wind & sun). Ironically this award was actually presented a week after Gtfm's solar panels were stolen from its transmitter site. **GTFM, Pontypridd (Mid Glamorgan)**

This year Resonance104.4fm was the winner of the Radio Academy's Nations and Regions Award for London. The judges said they "felt that Resonance stood out for listeners as a unique station in a saturated and largely homogenous radio market. It is a station that simply couldn't be found anywhere else, and that strongly identifies with – and super-serves – London's creative and artistic community. Its output defies format and conveys a distinct attitude that 'art should never care.' The minimal budget of grants and donations from people passionate about the station, coupled with very creative use of diverse radio techniques, sets challenges for both listeners and the radio industry alike. The judges considered this should be warmly welcome and supported with this award." Ed Baxter was nominated as Station Programmer of the Year in the Sony Radio Academy Awards. **Resonance FM, inner London**

## **Community interest and engagement**

The power of radio, and the large number of people listening to Angel Radio was proven on 1st April when Angel Radio ran a fake April fool news item stating Havant Borough Council were raising the weekly wage of refuse collectors to £1,000 a week and, in an effort to save money, would only be collecting refuse once every 3 weeks. The item was aired at 8.55am and at 9.20am Angel Radio's Manager received a telephone call from the Head of Havant Borough Council saying that they had been inundated with complaints and several requests for application forms for the post of refuse collector. **Angel Radio, Havant**

BRO Radio is proud of its community links which it has strengthened since launch. We have created a 'community connect' programme and regularly feature local charities, voluntary organisations and safety partnership representatives including South Wales Police and departments of the local authority. BRO Radio has a deed of grant (SLA) with the Vale of Glamorgan Council and is ever increasing elements of the partnership as on air promotions, features and outside broadcast. BRO Radio wants to work closely with the local business

community for mutual benefit. We have developed good working relationships with local companies as well as national blue chip companies. **BRO Radio, Barry (Glamorgan)**

Communities are offered radio slots to broadcast dedicated programmes, enabling them to "have a voice" by raising issues that are relevant to them and promote better understanding of each others culture, religion and issues that surround their communities and as a result, this has brought about better community cohesion and enabling celebration of cultural diversity and understanding. **Diverse FM, Luton**

In 2009 the community arm of DFM grew stronger and we have been involved in over 30 community open days and events targeting the communities of Luton to address issues that concern people's lives. We have not only produced jingles to promote the events but have also supported events through attending and promoting our training opportunities. During the 2009 we have been instrumental in supporting organisations by not only attending their events, but also through live outside broadcasts during the day. **Diverse FM, Luton**

Increase in listener response via text, email and phone. **Féile FM, Belfast**

So far our fundraising events and donation from listeners has very been encouraging and as confirmed our belief that the community wants GFM to continue serving the community with music, news, information and advice 24/7, 365. GFM set up "friend of GFM" scheme via our website and incorporated it into our GFM survival campaign which was launched on 1st March 2010. We are delighted to see the amount of listeners who now pay money direct into GFM account each month to help ensure GFM is kept on air. **Gloucester FM, Gloucester**

Considerable number of participants verbalising positive experiences evidenced by the comments in the Studio visitor's book, the website Guest Book and via emails sent to the studio. Excellent buy in by the local authority evidenced by broad participation and financial input. Participation in a number of community activities i.e. Christmas Pageant, Rotary Carol Service, Christchurch Carnival, AFC Bournemouth football supporters and the Bournemouth Air Festival. Getting fully involved with the local community. Building Bridges between Church and Community. **Hope FM, Bournemouth**

Having an interactive relationship with the community we serve is very important to the station. During 2009-10 we attended 54 outside events, recording and broadcasting live content from many of them. That is up from 5 recorded events during 2008/09. This has given us the opportunity to engage with communities across the borough including areas of social deprivation such as Brinnington. **Pure Radio, Stockport**

Radio Cardiff returned stronger than ever, with an increase in the support of the community. As a result, community connections were further forged with Radio Cardiff promoting local community events on air and local businesses offered preferential rates for advertising. Smaller businesses are often excluded from radio advertising due to high advertising rates. As a result there has been healthy take up of the advertising facilities. Radio Cardiff have also been instrumental in organising local music events that more closely reflect the tastes of the diverse community we broadcast in , and they have been extremely well attended. **Radio Cardiff, Cardiff**

The radio has attracted more listeners by working closely with the local community. Focal point for community announcements, including events, celebrations and funerals. **Radio Ikhlas, Derby**

Over a dozen local students and researchers contacted the station asking for information, which was supplied in some quantity. Students at the London College of Communication

made the series “Bangla Audio” and the comedy show “Even the Dead Wear Headphones.” Regular Resonance 104.4fm volunteers Lina Lapelyte, Alex Lindsell and James Hodder were all awarded First Class BA degrees. A film about the station as an audio laboratory was made by Laurence Alan Price of Wimbledon College of Art's Fine Art (Time-Based Media) course. **Resonance FM, inner London**

Revival FM continues to consolidate good relationships with key people and organisations in our community and continues to enjoy their support. Many people in the community have contributed their time and expertise towards programming and other activities. Revival FM continues to consolidate the provision of a radio service for the Christian and general community in the form of round the clock programming of music and speech with a Christian perspective. Feedback has generally been very positive and many members of this community have been willing to provide their time for interviews and discussions. **Revival FM, Glasgow**

We feel we have made a big difference in our community with the events we promote resulting in more people turning up to local events. **Skyline Community Radio, Southampton**

The local town council feel that we are providing a service to the community and have advised us that if we apply for another licence they will be pleased to extend our lease of the studio and office. The borough council are also helping by giving us the discretionary eighty percent discount on our community charge. **Skyline Community Radio, Southampton**

The station inspires many people with its happy and safe environment conducive with formal education, personal growth and empowerment, confidence building, skills development and career's advice. **Somer Valley FM, Midsomer Norton (Somerset)**

The organisation has helped to give the community a new sense of confidence and belief in itself. The area has been deprived for generations and has been negatively stereotyped by the traditional media outlets. Sunny Govan Community Radio places high importance on diversity and inclusion and through past RSL's with emphasis on community development, this has resulted in our station being utilised regularly by individuals and groups for the benefit of the community, regular campaigns. The amount of community groups that have participated continues to excel initial expectations. **Sunny Govan Radio, Glasgow**

Local recognition for supporting/involvement with local organisations and events. Good local reputation for providing quality opportunities. Local communities gaining a regular public voice – and knowing the relevant Authorities listen. **Swindon 105.5, Swindon**

Providing a much appreciated “Voice for Wetherby” to the considerable benefit of the community, on a very limited budget and within the constraints of the Community Radio Order. Creating a new focus for the area through the medium of radio, by linking the various communities within the associated towns. **Tempo FM, Wetherby (West Yorkshire)**

## **Events and outside broadcasts**

Four members of the Angel Radio team attended the Buckingham Palace Garden Party. These being the three longest serving members of the Angel team and the partner of one of those attending. **Angel Radio, Havant**

We have also been successful in getting a Kick Start II grant which has enabled us to purchase outside broadcast equipment. This equipment has allowed us to broadcast from right across the Vale of Glamorgan bringing local community events into the homes, the workplace and cars of our listeners. **BRO Radio, Barry (Glamorgan)**

*Christmas Lights switch on and Santa's Grotto opening. Calon FM has maintained a good relationship with Wrexham County Borough Council. The station was approached by the Events Coordinator for the council to compere two of their biggest winter events. Calon FM worked with the events team throughout the planning stages of the event to ensure that the evening ran smoothly. Calon FM volunteers presented the evenings activities on stage and also provided music, and took live requests from the audience via text. Following the switch on, Calon was asked to compere the opening of Santa's Grotto in the town centre. This also proved to be an excellent platform for meeting community members.* **Calon FM, Wrexham (Clwyd)**

*Outside broadcasts (OBs) are an important way in which to meet our community of interest, involve performers, singers and bands and the general public. All of these OBs require extra effort and commitment from our volunteers and our technical staff to find IT solutions to provide the OB source back to the studio base. Other significant achievements during this reporting period to March 2010 probably centre round our outside 'live' broadcasts which enabled us to reach personally many of our community of interest and the general public making others aware of the rich diversity of talented singers and songwriters there are in Scotland and from other countries. There was also nightly 'live' broadcasts of 'Songs of Scotland' from the Universal Club at the Universal Bar, Sauchiehall Lane, Glasgow. This is an intimate venue with a seating capacity of 80 and this nightly performance is organised in part by the TMSA – Traditional Music and Song Association of Scotland. A typical day during Celtic Connections 2010, Celtic Music Radio presented live from the Exhibition Hall of the Glasgow Royal Concert Hall from 11:00-19:00 followed by preview/review hour at the studio base in Livingstone Tower and then at 20:00 live transmission from the Universal for Songs of Scotland. While at the same time recordings of performance were made at other venues like the Old Fruitmarket in the Merchant City or in the Strathclyde Suite of the Concert Hall and at the CCA in Sauchiehall Street, Glasgow.* **Celtic Music Radio, Glasgow**

*Listener reaction to our programming continues to be extremely favourable and it is clear that Cheshire FM has become firmly embedded in the fabric of our community. Whilst many CR stations serve niche listener needs in areas otherwise well served by local radio stations, we are pleased that in Mid Cheshire we seem to be providing a primary local radio service to many of our listeners. Considering the tiny budgets with which we work, we are constantly amazed by the breadth and quality of programming our volunteers produce.* **Cheshire FM, Cheshire**

*During this period CSR continued to lend its support to Canterbury City Council and the Kent Crusaders Basketball Club through its presence at 'Canterbury Night Hoops' – an open basketball night aimed at 16-24 years old from the local area. The radio station provides equipment, DJs and music for each of the monthly sessions and has played a vital role in making the events as popular as they are. Once again, being seen as the first port of call for the City Council to provide support for this regular event shows the high standing the station has built up within the local community.* **CSR, Canterbury**

*CSR was approached by the University of Kent to provide support to the annual Artsfest event which attracts around 5,000 students and local residents to a day-long event taking place on the University campus. Volunteers compered the event which was broadcast live over 10 hours with ployout by CSR DJs providing music between bands. Following on from the success of Artfest, CSR was asked to broadcast Keynestock 2009 – an annual battle of the bands competition taking place at Keynes College at the University of Kent. In addition to broadcasting the main stage, CSR were also involved in the judging of the event and interviewed all bands taking part live on air.* **CSR, Canterbury**

*In July 2009 CSR successfully broadcast all 3 days of the award-winning Lounge On The Farm festival after being selected as its official radio station and media partner (ahead of*

more established and higher profile stations such as KmfM, Invicta and BBC Radio Kent). This (according to the organisers) was due to our community-driven, non-corporate ethos, similar target demographic and continuing commitment to culturally engage the residents of the Canterbury area. The hugely successful Canterbury music event is a focal point of the district's specialist music scene and was voted just behind Glastonbury (and ahead of other large scale events such as Bestival and T In The Park) in the Telegraph's round up of the best festivals to visit that year. As well as regularly being featured in the Observer, Guardian, Times and other well-respected publications, this year's Lounge On The Farm also won Best Line Up at the UK Festival Awards 2009. The Broadcast itself was a massive undertaking with the CSR transmission site being 4 miles from the farm and the team having to overcome the huge technical difficulties in building a temporary studio in a dilapidated pig shed found on the farm. Volunteers then had to negotiate a whole range of other problems; from establishing an internet connection (finally achieved by beaming a connection across the site) to securing power and an FM signal from the shed and then relaying the feed back to the station. The challenge then was for the team to keep three days of broadcast fresh, professional and entertaining. This was achieved by the enthusiasm and dedication of the on air team and the hard work of the off air team in vox-popping festival goers and recording each stage; editing and getting the highlights of each band's set on air as they came into the studio to be interviewed. **CSR, Canterbury**

The Service Providers slot began in 2008 and has really developed during 2009. We are experiencing more requests from local campaigning groups to promote their organisations and inform the community of cultural events, workshops, services and activities. During 2008 / 09 over 75 voluntary organisations and agencies appeared on the Service Providers show: we stimulated debates between local community members on a diverse range of topics, encouraging people to get involved and share their experiences. The Service Providers slot helped us raise awareness of issues that concern the community, for example health related issues such as obesity, the needs of older people's etc. This all helps to put together a picture of the local communities needs and how we at Diverse FM are able to break down some of the barriers through our programmes. **Diverse FM, Luton**

Participation in Community Match days with local football team AFC Bournemouth. Live 2 hour broadcasts for 7 days, from the New Wine Festival in Somerset. 4 days' continual live Outside Broadcasts from the Bournemouth Air Festival. **Hope FM, Bournemouth**

Since November, 2009 we have been able to do live outside broadcasts. The first was from the Halifax Minster. Prior to this it was the Halifax Parish Church but we broadcast the ceremony on November 22nd, 2009. In January, 2010 we broadcast the Legacy Of Hope event from the Victoria Theatre live. This was an event commemorating the Holocaust. We have also supplied PA services for local galas, charitable events and celebration evenings such as Voluntary Action Calderdale's Volunteer Oscar Celebration evening. **Phoenix FM, Halifax**

Work with over 200 local organisations – including through receiving referrals; offering on-air promotional opportunities; attending and supporting events; joint initiatives; and outreach and training activities. **Preston FM, Preston**

The women's event was a great success. Not only due to the number of people attending, but also the amount of businesses and organisations worked with. In fact, this year, the radio has worked with even more organisations and businesses from the local community. **Radio Ikhlas, Derby**

Resonance104.4fm featured as a project at Frieze Art Fair, whose talks we broadcast. The Frieze tent in Regents Park and The Foundry bar in Old Street provided the bases for our "Media Playground," a project realised as part of the EU funded Broadcast Media Sculptures

series. Resonance worked with Festival at the Southbank Centre; The School of Slavonic and East European Studies, University College London, on the Destination London literature festival; the Whitechapel Art Book Fair ("Encyclopodia"); the Art Car Boot Fair; and the Alternative Press Festival's Collaborama. "ONE Southwark" was an audio visual installation made by Southwark Council in collaboration with Resonance104.4fm, presenting a snapshot of diversity in the borough with a one-hour radio programme produced by Nick Hamilton. A spin-off programme "The Open Fire" by Annie Lewandowski and celebrated the lives of women travellers in the borough. **Resonance FM, inner London**

The Resonance Radio Orchestra was commissioned by the Kill Your Timid Notion festival to perform at Dundee Contemporary Arts in February 2010. It presented "Overheard," written by Ed Baxter and Chris Weaver and featuring actors Tam Dean Burn and Pene Herman-Smith, musicians Stephen Bloe, Ali Butcher, Rowan Corkill, Cat Lee Marr, Chris Lee Marr and Lin Zhang, with boxers Neil Danskin and Hamid Ahmed. Resonance104.4fm also broadcast the entire festival and presented workshops in radio-art production to local art students. **Resonance FM, inner London**

Revival FM continues to hold an ongoing programme of event organisation and promotion such as open days, concerts and banquets for fundraising and support for deserving causes. **Revival FM, Glasgow**

One accomplishment has been getting noticed regarding the coverage of 2010's Gorseinon Lantern Parade. This will be a big thing for the station as well as the local community. In recent years a commercial station has covered it and provided outside broadcast entertainment for it. **Radio Tircoed, Penllergaer (Swansea)**

Organised 2 highly successful public events – 'Strictly Vinyl - BYO Disco' and 'Fete Worse than Death' Halloween extravaganza, and actually made a small profit. **Soundart Radio, Totnes (Devon)**

Establishing, on a limited budget, simple outside broadcast and telephone link facilities. **Tempo FM, Wetherby (West Yorkshire)**

In the past 12 months we have been represented and received praise for our coverage at:- Llandudno Victorian Extravaganza; Bay of Colwyn Promenade Day; Llandudno Carnival; Clwyd West and Aberconwy general count and coverage; Ryder Cup Seniors Golf at Conwy Golf Club; Glamorgan Cricket Festival at Colwyn Bay Cricket Club; Llandudno Swimming Pool opening; Deganwy Prom Day; Venue Cymru Choral Competition; Conwy County Borough Council Sports Awards at Venue Cymru; Digital Switchover coverage and report. **Tudno FM, Llandudno (Clwyd)**

## **Funding and advertising**

Calon FM has once again been successful in its application for funding from the Welsh Assembly Government for its work in promoting the Welsh language and culture. There are a number of objectives which the station must fulfil by December 2010 to comply with the funding scheme. Work towards these objectives has begun. **Calon FM, Wrexham (Clwyd)**

Diverse FM has been awarded a £5,000 grant in 2009 which is managed by the Community Development Foundation and funded by the office of the Third Sector. The funding has helped DFM develop, design and produce marketing materials to recruit more volunteer presenters and engage with more young people encouraging them onto the various training courses. On Tuesday 21st April 2009 the Minister Kevin Brennan visited Luton to see for himself how the grant was being used and to visit the project. Young people from the E2E programme had the opportunity to meet the Minister, telling him about their

*learning experiences at Diverse FM and what they hope to do when they leave. **Diverse FM, Luton***

*Still being able to deliver training, music, news, information and advice without securing any substantial funding to continue developing GFM, I believe is a significant achievement. **Gloucester FM, Gloucester***

*Establishing a firm financial base. **Hope FM, Bournemouth***

*Success in generating income to support the project through on-air sponsorship, training and consultancy work as well as ongoing development of grant funding streams. **Preston FM, Preston***

*The radio gets a lot more enquiries about advertising, this is due to the endless amount of networking and branding of the station. The recession seemed to affect many people, but it did not affect us. Surprisingly, we got even more calls for advertising. We have been financially sound this year. **Radio Ikhlas, Derby***

*We have been successful in obtaining funding from different sources in the last year. The Ofcom grant in partnership with Radio Dawn finished in September 2009, however, due to other successful funding from elsewhere, the employee remained at Radio Ikhlas and worked on designing shows for the local community. This was part of the 'targeted support fund', where the employee was responsible for organising a variety of programmes about money, recession, business, health, etc. Recently the local council have funded the radio to carry out another youth media project, following the success of the last one, which saw over 200 young people participate. The project began in March 2010. **Radio Ikhlas, Derby***

*SVFM has successfully developed as a commercial enterprise so that it is not solely dependent on grant funding. Revenue streams include: Sales of advertising; Attraction of sponsorship; Media Training (BaNES council officers); Commissioned programmes **Somer Valley FM, Midsomer Norton (Somerset)***

*Project funders returned to us with requests to undertake more work. **Soundart Radio, Totnes (Devon)***

## **Languages**

*Radio Ikhlas has continued to broadcast programmes in different languages, including Urdu, English, Punjabi, Mirpuri, Bengali, Serbo-Croat, Arabic, Farsi and Pushto. **Radio Ikhlas, Derby***

## **Premises**

*Celtic Music Radio has its 'studio base' in the Exhibition Hall of The Glasgow Royal Concert Hall with 'live' broadcasts from the venue for eight hours daily on weekdays and three hours at weekends. The presentation included interviews with visiting artists, concert goers, our target community and live performance from the 'Danny Stage.' **Celtic Music Radio, Glasgow***

*Nevertheless, GFM community Link coordinator secured funding for GFM to finally install sound panels in studio 1 and GFM training studio. The echo within the studio has been the source of many conversations and the perception it gives GFM being a community radio station when trying to secure sponsorship and advertising was not what our desire, we hope this improvement will encourage advertisers and new partners to now work with GFM **Gloucester FM, Gloucester***

## Press

Lounge On The Farm Organiser Matt Gough was also quoted in the local press as having been exceptionally pleased to work with CSR; saying he saw the award as well deserved for all the effort in making it happen. He added that the collaboration between CSR and Lounge On the Farm was a perfect partnership in extending the influence of local talent; going on record as saying: "we both have the same notions of keeping it intimate with the local community and promoting local music". CSR asked by Lounge On The Farm to be official media partners again: March 2010. **CSR, Canterbury**

One hundred people who make Britain a better, more caring and contented nation were named in the Independent on Sunday (IoS) Happy List 2009. Ashuk Ahmed (founder member) was one of the hundred on the list along with some of the famous names such as Rebecca Adlington the swimmer, Sir David Attenborough Natural historian, Fabio Capello England football team coach, Shami Chakrabarti Civil liberties campaigner and Lewis Hamilton Formula 1 driver. **Diverse FM, Luton**

An article about Resonance104.4fm, including interviews with Ed Baxter and programme maker Miguel Santos, appeared in the Greek monkie magazine. Resonance104.4fm was featured prominently and positively in the book and Radio 4 adaptation Book of the Week series Radio Head by poet John Osborne. **Resonance FM, inner London**

Receiving such interest in involvement with the station that there was a real need to move to larger premises... Seeking and obtaining funding to cover the costs of the move. We have been offered 5 different locations by different Bodies... and are settling for one with an organisation which should develop Partnership working. **Swindon 105.5, Swindon**

## Programming

In October 2009 we were contacted by BBC World Service who were producing a live, phone-in programme about ageing. The BBC asked if Angel Radio could provide one of our team to co-host the programme. We felt it was a great honour to be asked, and provided our 'Let's Be Sentimental' presenter, Ian Horner. The programme was indeed aired live and the response was very good. **Angel Radio, Havant**

BRO Radio has achieved much in such a short time. We are constantly increasing our live output from just four hours per day when the station launched to our present output of fourteen hours per day. We have listened to what our listeners want and created programmes accordingly. Our listeners told us that they wanted dedicated sixties, seventies and eighties show, a Welsh programme, live concerts, comedy sessions and live outside broadcast. BRO Radio has been able to satisfy these needs. **BRO Radio, Barry (Glamorgan)**

For the Celtic Connections 2010 broadcasts during January 2010, our involvement included more hours of live performance with the 'New Voices' Sunday lunchtime session in the Strathclyde Suite of The Glasgow Royal Concert Hall. For the first time we included 'live' recordings at the Old Fruitmarket which featured Isle of Man band King Chiaulee, Breton quintet Pennou Skoulm and Galician quartet Marful. Also, there was three nights at the CCA for Ceòl 's Craic which features and promotes Gaelic Arts and Culture. **Celtic Music Radio, Glasgow**

CSR recognises that the student unions' that fund the project are based on democratic structures and to support this process the Kent Union Elections were broadcast live with commentary from several of our most experienced volunteers. Prior to union elections, all candidates were invited on to CSR to discuss their aspirations, with these broadcasts

offering the only platform for impartial election debates. The Kent Union election was broadcast over 6 hours live, with student volunteers providing commentary and interviewing all the candidates live. **CSR, Canterbury**

Luton Town Football Club offered Diverse FM as the club's new broadcast partner for 2009/10 season following a successful trial. A deluge of positive feedback from supporters following coverage from the three pre-season games more than exceeded expectations, with the station's online streaming reaching full capacity of listeners on the Diverse FM website. The Diverse FM coverage has replaced BBC Three Counties Radio as preferred supplier of the commentary for Hatters Players and supporters. **Diverse FM, Luton**

Delivering special programming to mark events, discuss current affairs/issues or provoke thought, for e.g. The Intergenerational Series; Wide-ranging programming that caters for an array of tastes. **Féile FM, Belfast**

Maintaining a full programme schedule with no discernable drop in breadth or detail in the face of a 25% cut in operating funds resulting from the abandonment without any warning of an SLA agreement worth £45,000 pa by the local authority just before the start of the recession, though blamed on it. **GTFM, Pontypridd (Mid Glamorgan)**

We are also very proud of our Village Voices programme. This is a monthly show that is recorded at a different village within HFM's coverage area every month. The recording event is publicised in advance, and local groups and organisations are invited to send along representatives to talk about their activities. Each of these recordings made so far, has attracted very favourable comments, both at the recording session, and after the edited programme is broadcast. We believe this series of programmes is an excellent way for the residents of outlying areas to be involved with the station, and it enables them to get their message across to the wider community that would otherwise be very difficult to do. **Harborough FM, Market Harborough**

Varied range of programming. **Hope FM, Bournemouth**

Increasing the talk content of a number of shows. Increasing the diversity of guests and presenters from the community. **Leith FM, Edinburgh**

We have extended our local news coverage to include seven bulletins prepared by our journalist every weekday at 7am, 8am, 9am, 10am, 1pm, 4pm and 5pm. **Pure Radio, Stockport**

We employed a former volunteer to co-host our weekday Breakfast programme in March 2009. She has continued to progress and in February 2010 she was offered her own programme and presents for four hours a day weekdays and a three hour programme on Sundays. **Pure Radio, Stockport**

The radio also hosts a current affairs programme 5 days a week, News Views and Interviews, that reflects the views of the community at the same time encourages listeners to ring in with queries. Regular guests are MPs, Welsh Assembly Members, local councillors, and representatives of various agencies. Offering access to the local community who appreciate the opportunity to ask questions direct, and because they are answered on air the whole community has access to the information. One of our shows, featuring a pair of 18 year old presenters, trained by Radio Cardiff has also raised the interest of Radio 1xtra a national BBC broadcast. **Radio Cardiff, Cardiff**

In the 2009-10 SVFM has significantly increased its live presented broadcasting hours. The station now carries a weekly breakfast show which combines strong community orientated

features with quality general entertainment. The station offers a far wider range of quality programmes than could be expected on BBC or ILR listening alternatives. SVFM in no way insists on professional presenting standards as it is primarily in the business of empowering individuals through the medium of radio. It just so happens that the quality of programming has attracted a listenership of sufficient proportions for the station to be the most listened to radio station in the area. This fact greatly assists in the perpetration of the positivity of volunteers as well as commercial growth. **Somer Valley FM, Midsomer Norton (Somerset)**

Demonstrating through our weekly radio programme involving people with high support needs to include learning difficulties has proven to be one of our most popular programme with Glasgow listeners. This is demonstrated in our text connect messages to the station, volume increases from the average 8 per hour to over 30 per hour during this weekly, one hour programme. Positive feedback from local community. **Sunny Govan Radio, Glasgow**

### **Specific projects**

Calon FM was approached by the BBC to assist in producing a selection of bilingual public service announcements. These announcements were aimed at members of the community who needed assistance with the Digital Switchover; for example the elderly and people with disabilities. These service announcements were broadcast on the station from 1 month before the date of the Digital Switchover in Wales, and were continued to play until the final switchover date for Wales had passed. The station received funding for the project which involved both staff and volunteers. **Calon FM, Wrexham (Clwyd)**

Youth Forum has developed greatly in 2009. Of the original 3 youth organisations that made up the "Youth Forum" slots all 3 still remain, but have brought on board new members, who themselves have created new ideas and approaches. The Youth Forum is now managed by one of our adult presenters who are teaching them how to develop their weekly shows to higher and more competitive standards. The Youth Forum slots provide opportunities for local young people to learn broadcasting skills and at the same time discuss issues that affect them. E.g. during the Youth Work Week many of the local youth clubs took the opportunity to bring young people in to discuss issues such as homosexuality, crime and homelessness etc. During the last Youth MP election, candidates regularly attended the Youth Forum and promoted themselves to encourage young people to vote for them.

### **Diverse FM, Luton**

We have been active participants in the "Love Music Hate Racism" and the "No More Knives" campaign – both were national initiatives, where our young volunteers interviewed representatives from the organisations and participated in several competitions to bring all communities together with a common interest. In both these campaigns, we used the radio as the medium to get the messages across to wider audiences. **Diverse FM, Luton**

Stockport's Finest our station-wide competition for local bands ran from March to July 2009. Each week two local bands went head to head to compete for listeners votes. We received a total of 2,292 e-mail votes. We created a MySpace page with listen again facility which received over 5,500 visits and over 6,000 plays on listen again during the four months of the competition. Over 1,600 people became our friends on MySpace. We will be running Stockport's Finest again in May-September 2010. **Pure Radio, Stockport**

SHMU and partner agencies were awarded £30,000 to create a service that encourages and develops effective bridges between prison and the community by means of participating in community media activities (with radio being one of the key tools). The process of engaging with and producing community media is the key tool in the process of offering access to improved literacies skills for participants. Having engaged prisoners with exciting community

media activities within the prison, shmu has maintained contact following release to encourage and support the prisoners to continue to develop their skills which has contributed towards a break in the cycle of offending. This area of work has been recognised as “Good Practice” by HMle. **shmuFM, Aberdeen**

### **Training, workshops and work placements**

*BRO Radio’s vision is to provide a training academy for young people and plans are underway to facilitate a division within BRO Radio.* **BRO Radio, Barry (Glamorgan)**

*We have joined forces with the Education Department giving schools the opportunity to produce and present their own programmes. To date, two schools have so far presented their own shows and another seven are in the queue.* **BRO Radio, Barry (Glamorgan)**

*Children from 15 local schools were invited into ‘The Wall’ recording studio to record range of Christmas songs and carols to be made into a CD which was then sold locally in aid of Nightingale House Hospice in. The project culminated in a Christmas concert where the children sang their songs to the community. An hour long radio programme about the project and the cause was produced and broadcast by Calon FM.* **Calon FM, Wrexham (Clwyd)**

*The work experience programme that has been developed in house is worthy of special mention. We believe that from our new educational partnerships, to the selective interview process to delivering a meaning full, well structured experience for young people our achievement is exceptional. We have been able to increase the number of young people gaining experience at any one time to three whilst retaining the quality of service.* **Cheshire FM, Cheshire**

*Because our “OCN Level 2 & 3 Radio Broadcasting & Presenting” has been so successful we’ve introduced a level 1 course targeting younger age children and an Entry to Employment (E2E) course targeting mainly Not in Education, Employment or Training (NEET) young people. Due to the success of these training programmes we are in the process of accrediting these courses as a National qualification. This means Diverse FM will become an Accredited Training Centre and will be able to access funding for training directly from The Learning Skills Council, local and regional governments etc. This is great news for us as not only are we producing some of the most diverse range of radio shows, but we are up there with all the local, area, regional and national training companies.* **Diverse FM, Luton**

*DFM has over 8 years of experience in developing Community Media initiatives and training. Through the development of these initiatives, a range of well established working relationships and partnerships have developed with both local and regional organisations and agencies, including with local colleges to offer progression routes. During 2009 Diverse FM delivered over 50 different training courses to over 300 mainly young people. DFM is also working towards developing a fully resourced and staffed Media Centre with adequate training provision, which will enable learners to access a full range of professional development opportunities.* **Diverse FM, Luton**

*Continuing the provision of radio training (one-on-one and otherwise) in a variety of areas, from production to presentation.* **Féile FM, Belfast**

*The range and number of training events. Work placements given to 48 students and schoolchildren.* **Hope FM, Bournemouth**

*Providing work placements for students. Establishing the Leith Academy students programme. **Leith FM, Edinburgh***

*Ten volunteers have been trained in various NVQs, such as customer service, team leadership and admin. **Radio Ikhlas, Derby***

*Resonance104.4fm produced and ran two weeks of workshops for six young people (aged 16-19) to produce thirteen 15 minute radio programmes based around philosophical and emotional ideas of the "city" entitled "Vaso Communicantes" ("Lines of Communication"). These programmes were swapped for broadcast with community stations in Colombia that were also taking part in the British Council sponsored project. Each station broadcast these programmes in their native language. The project included a trip to the Colombian capital Bogotá by production manager Chris Weaver, where a more practical based workshop on the production and mechanics of podcasts was run for the benefit of staff at the British Council offices there. **Resonance FM, inner London***

*SHMU was asked to conduct a workshop in December as part of the Big Meet, a Big Lottery event. This allowed us to showcase the work of shmuFM to other Big Lottery funded projects and stakeholders on a national level. **shmuFM, Aberdeen***

*Our disabled training scheme is still part of our commitment. **Skyline Community Radio, Southampton***

*As mentioned earlier we are proud to have found at least twenty youngsters apprenticeships and we are still promoting that opportunity. **Skyline Community Radio, Southampton***

*We have also delivered 36 project funded workshops to community groups and individuals – working with approximately 300 people. Delivered 10 one-off workshops to schools, theatres and art centres. **Soundart Radio, Totnes (Devon)***

*Over achieving on targets for participation, training, work placements. Development of work with schools. One is just having its own small studio built, through us, other schools have developed media teams and produce programmes. Students showing significant improvement at school due to placements with the Station. **Swindon 105.5, Swindon***

## **Volunteers and staff**

*... a few of the team took part in the Great Wall of China Trek for charity and raised £15000 for Medical Aid for Palestine. **Awaz FM, Glasgow***

*The day-to-day running of CSR is dependent on the hard work of a number of key volunteers who make up each year's Executive Committee. Every year CSR holds elections with each candidate preparing a speech and manifesto and putting forward their ideas to the radio membership who are then responsible for voting in each Executive. As well as giving volunteers a valuable understanding of the democratic process, this mechanism ensures the opinions of CSR's membership are reflected at a management level. In May 2009 the elections were held at The Orange Street Music Club which plays a pivotal role in Canterbury's music and arts scene. As well as the actual elections, the night also saw bands from local schools invited along, giving them the opportunity to play to a large audience and have their music heard by those who may not have normally come across it. **CSR, Canterbury***

*Retaining a diverse mix of volunteers. **Féile FM, Belfast***

*GFM was able to employ two young people through the aforementioned project partnership. It was hoped that this partnership would develop and GFM would be able to offer other young people the same opportunity, sadly the project is now a casualty of the new economic change. **Gloucester FM, Gloucester***

*A continuing sense of achievement is felt after witnessing more very competent community radio broadcasters, who initially come to us with little or no experience of radio broadcasting. Having attended our introduction to radio broadcasting course, these people then “get the broadcasting bug” and take part in not only the “on air” activities, but also take on active roles in the outreach activities of the station such as outside broadcasts, and event hosting services. Witnessing these peoples new gained and ever increasing skills being put to use is very satisfying indeed. **Harborough FM, Market Harborough***

*Recruitment and training of over 80 volunteers. **Hope FM, Bournemouth***

*Running the station 24/7 with a 100% volunteer workforce. Helping volunteers get back to or find work, or encouraging them on to further education. **Leith FM, Edinburgh***

*Engaging and supporting more than 300 volunteers, currently active with the project. The successful appointment of new staff. We are most proud of the continued outcomes reported by the volunteers and other community members who work with us. Our self-evaluation work over the year has shown that the project has made a considerable improvement to the majority of the individual beneficiaries who have engaged with it. There are a number of particular success stories where individuals have been able to make considerable progress in other areas of their lives and where they attribute this progress, at least in part, to the skills and support they have gained from being part of the project. Evidence of success is particularly prevalent in terms of employment-related successes, where beneficiaries attribute a new or improved job to their involvement in the project. For example, P volunteered with the project – mostly working on speech-based programmes for our youth strand, and taking the lead on the youth strand’s programmes on young people’s unemployment during the recession. He has recently gained a job with the BBC in Birmingham, working on the “See Hear” programme. Several project volunteers have recently started working for local organisation “CAve Media”. The organisation works in deprived areas of East Preston alongside the University of Central Lancashire, to produce audio, video and text-based reports to shed light on the local community as well as contributing to a social research project run by the University. For these volunteers, this was their first paid job following several years of unemployment. We are developing links with CAve Media to ensure that the work they undertake in East Preston can be supported by and, where relevant, broadcast on Preston FM. **Preston FM, Preston***

*We have continued our record of successfully developing volunteers who have left us to take up full time jobs in radio. This year one of our volunteers left us to work for Imagine FM, the commercial radio station serving South Manchester and Cheshire. She is currently presenting 2-7pm weekdays. Another left us to join the production team for the Radcliffe and Maconie show on BBC Radio 2. **Pure Radio, Stockport***

*Having two full time staff and one part time staff, has helped the radio progress dramatically. Radio Ikhlas boasts one of the largest databases of volunteers in Derbyshire. In particular those from hard to reach and marginalised communities. **Radio Ikhlas, Derby***

*In August we recruited a Radio Support Worker to design, support and deliver our radio training. The vacancy was filled by a former resident of one of our target areas who had first come to the organisation as a volunteer. **shmuFM, Aberdeen***

*This award ceremony [The shmufties] (23rd October 2009) was held to celebrate the 2nd anniversary of the launch of the station (20th October 2007). The event was held to recognise the achievements of the volunteers that had been involved with shmuFM up to that point. Every volunteer received a certificate of achievement. In addition there were also special awards that were given out on the night, voted for by volunteers and listeners of the station. The event was a huge success and we will continue to make it an annual celebration.* **shmuFM, Aberdeen**

*The station has achieved a volunteer base that far exceeds the expectations of the original licence application. Many visitors to the station note the positive, productive and happy atmosphere that characterises the offices and studios.* **Somer Valley FM, Midsomer Norton (Somerset)**

*Our core team increased by two making a total of five team members. One is a key volunteer specialising in studio manager, training and programme development and the other is a young person employed through Future Jobs. Their contribution has meant a great deal to the success of the station during this time. Soundart are also nurturing some brilliant DJ talent. Of particular note is the DJ Gino, who through the opportunities and mentoring given on Soundart Radio has developed into a charming, confident and deeply talented radio presence.* **Soundart Radio, Totnes (Devon)**

*Establishing a group of volunteers having a major and equal role to play in developing the Station's future and who are fully committed in providing high quality, truly local, programming for the people of Wetherby and the surrounding villages.* **Tempo FM, Wetherby (West Yorkshire)**

*In addition 16 of our volunteers have received Millennium Volunteer accreditation and more importantly 8 of our volunteers have gone onto media employment with BBC Radio Cymru, GMR, Heart FM and Sky News.* **Tudno FM, Llandudno (Clwyd)**

### **Websites, social networking and newsletters**

*Calon FM has re-launched it's website to provide an improved platform for both Calon FM news, and local news and events. The new site has many new features such as pages for each presenter and show which are regularly updated with track listings and news; a listen again service; platform to promote Welsh learning centres; listen online features; daily updated news, weather and schedule; local news stories featured in the aforementioned 'Wrexham Matters' bulletins.* **Calon FM, Wrexham (Clwyd)**

*Special mention must go to our IT guru Bruce Rodger who oversees the solutions to multiple OBs from locations that meet differing challenges. Celtic Music Radio uses the Barix Exstreamer and Instreamer devices over the internet to deliver live feed from remote locations/OBs.* **Celtic Music Radio, Glasgow**

*Significant increase in website hits, particularly in terms of international traffic.* **Féile FM, Belfast**

*Over 500,000 web site hits in the period 27 May 2007 to April 2010. An average of 2000 'unique' visitors per month has been streaming our programmes via the web site.* **Hope FM, Bournemouth**

*In the Summer of 2009 we launched our podcasting site which has proved a great success. Podcasts posted between August 2009 and March 2010 received over 14,000 downloads, this figure exclude subscriptions through RSS feeds. On average each podcast receives 62 downloads.* **Pure Radio, Stockport**

*We have improved our station website significantly in terms of presentation and content through the recruitment of two IT professionals as volunteers who have also helped us with our social networking site.* **Pure Radio, Stockport**

*In mid February 2010 we re-launched our Pure 107.8FM Facebook Fan Page. By the end of March 2010 we had 489 fans. This gives listeners the opportunity to interact with the station – we are looking to develop this further during 2010/11.* **Pure Radio, Stockport**

*A brand new interactive website with very popular forums has been developed. Quarterly community newsletters now being distributed to 100% more people than last year.* **Radio Ikhlas, Derby**

*Over the last few months we have embedded social networking as a key tool for continuing engagement with project volunteers. We have developed two sites; one for the Youth Radio Project, and one to replace the Radio Open Forum. In the early stages of development, these sites have already proven to be very effective in opening up clearer communication channels and accountability. We plan to build on these over the coming year.* **shmuFM, Aberdeen**

*The website has brought international interest with a group students coming to visit us again from Italy. The site is now a lot more user friendly with more interaction from the local community who see it as way of running their station.* **Skyline Community Radio, Southampton**

*Expanding the service to provide full time webcasting facilities.* **Tempo FM, Wetherby (West Yorkshire)**

## **General**

*We are particularly proud of our young presenters and our contribution in helping youngsters to gain experience in the industry, that some are now working for major broadcasters. We have also delivered a very high quality service both technical and with local content, and the joining with other communities playing original music and soap dramas. Fearless to give criticism of poor local services and the public's concerns to delivering education on Scottish Funk music and to receive contributions from London and Miami using ISDN, and thanks to Jesse Rae's friends who are top producers allowing local youngster to hear this music before others in the world. We also give local artists a chance to give their music a airing, keeping locals aware what is happening.* **Brick FM, Jedburgh (Scottish Borders)**

*A significant development during this reporting period was achieving charitable status with the Office of the Scottish Charity Regulator (OSCR). This involved changes to our Articles of Association undertaken by our agents, Oswalds of Edinburgh. Under the Charities and Trustee Investment (Scotland) Act 2005 (2005 Act), for an organisation to be entered in the Scottish Charity Register and therefore to have charitable status, it must pass the charity test, hence the change to our Articles. Celtic Music Radio is therefore entered on the Scottish Charity Register with the charity number SC041172.* **Celtic Music Radio, Glasgow**

*Cheshire FM believes that we continue to respond extremely well to virtually all of our of social gain objectives, and we note that these are markedly more ambitious than many CR stations. We have continued to strengthen ties with our Community and look forward to helping to facilitate more community initiatives this coming year. We are pleased that we have been able provide a radio service that is both professional and mainstream enough to achieve financial sustainability, whilst delivering our key commitments and allowing a cross section of the local community to present a range of more specialist programming.*

**Cheshire FM, Cheshire**

*Continuing to attract notable figures, for instance a former radio director and a television producer, to contribute to, or volunteer for station; Providing high-quality artistic content; Maintaining excellent relationships with various music promoters, with the station successfully placed within media campaign's for high-profile artist/group's such as, Brian Kennedy, General Fiasco and Imelda May. **Féile FM, Belfast***

*We are also now a source of information to others, GFM welcomed visitors from Sweden and the USA, both wanted a guided tours and to gather news about GFM and how we went about setting up GFM. **Gloucester FM, Gloucester***

*Staying on the air and managing to provide a service which attracted several expressions of thanks from listeners despite even more severe winter weather, for longer, than last year. **GTFM, Pontypridd (Mid Glamorgan)***

*Our greatest achievement has been to provide a voice for marginalised members of the local community. The station also provides a platform to promote local community events and initiatives, as well as offering advice about service providers in the area. Halton FM can reach parts of the community that other stations and community groups cannot reach, for example; the house-bound and severely disabled. Without the station they would not be able to participate in local discussions and debate. This was the main aim of the station and we are proud that we have managed to achieve this. **Halton Community Radio, Halton (Cheshire)***

*Recognition as a leading community radio project in the UK, including invitations to speak at industry events; involvement in national and international research into community media; and a leading role in national, regional and sub-regional networks. **Preston FM, Preston***

*We have continued to develop our partnerships with other local community radio stations. The Greater Manchester Community Radio Networks has this year developed into the Greater Manchester Community Radio Alliance. Pure lead the successful bid for Ofcom's Community Radio Fund. The grant will be used to recruit a Regional Account Manager based at Pure who will sell advertising for the following community radio stations; ALL FM, Bolton FM, Crescent Radio, Gaydio, North Manchester FM, Oldham Community Radio, Peace FM, Salford City Radio, Tameside Radio, Unity Radio and Wythenshawe FM. **Pure Radio, Stockport***

*Our most important achievement was the restart of Radio Cardiff after a closure of 6 months due of lack of funding. As a direct result of the publicity and the backlash from the local community objecting to the closure, a local businessman invested in the station. **Radio Cardiff, Cardiff***

*We have a waiting list for volunteers wishing to present shows and as a community station, have more live output than many of our peers. We pride ourselves that the station covers entertainment to all ages of the transmission area from teen to the third age. Being on air for 18 months in the current financial climate is a significant achievement. **Radio Tircoed, Penllergaer (Swansea)***

*As part of the HMIE Inspection of the Northfield Learning Community, two elements of the work of SHMU were highlighted as Good Practice. These were for our approach to the work with Young People (especially the Youth Radio Project) and the Bridges Project. **shmuFM, Aberdeen***

*We have brought together a large number of people with little or no broadcasting skills and have received praise from our peers in the industry. **Skyline Community Radio, Southampton***

*In March 2010 Somervale School was inspected by Ofsted. In the subsequent report, authored by Ofsted inspector John Kennedy, Somer Valley FM was reported as, "going from strength to strength and is having a positive impact on the local community, including some local primary schools." (Ofsted report 31st March 2010)* **Somer Valley FM, Midsomer Norton (Somerset)**

*The station is non-elitist, open, and a fundamentally creative place, and the world is a better place because it exists. In my opinion it stands alongside WFMU and Resonance FM as one of the three most important radio stations on the planet right now. So there!* **Soundart Radio, Totnes (Devon)**

*After putting pressure on the Scottish Parliament with our campaign for the Scottish Community Radio sector to be part of government public message strategy, eg broadcast government public messages, we have recently been successful with the first advertisement (promoting the 10th Anniversary of the Scottish Parliament). The fee was minimal as it was a short campaign (20 slots for £200), it is the start of a working relationship with the media and marketing department of the Scottish Parliament. Sunny Govan Community Radio can confirm that this new funding stream of government advertising produced around £5k for the organisation in advertising revenue. This development included other community radio stations throughout Scotland. First Minister Mr Alex Salmond wrote a personal letter to our organisation on recognising the value of community radio by broadcasting advice and local action initiatives throughout Glasgow during the severe weather period in Jan/Feb 2010.* **Sunny Govan Radio, Glasgow**

## **Difficulties**

### **Advertising and sponsorship**

*The challenge of attracting advertisers. Ongoing financial state of the country causing caution and reticence in potential advertisers' and supporters' budgets.* **Hope FM, Bournemouth**

*Our most significant problem is funding. Radio Tircoed launched in the most difficult financial time since WW2. Advertising remains exceptionally tough. Unlike some Community Radio stations, Radio Tircoed does not have the advantage of being able to tie in with Commercial Radio advertising packages. Over the reporting period a number of 'local' commercial stations have regrouped or amalgamated to remain viable.* **Radio Tircoed, Penllergaer (Swansea)**

*Financially the past year has been extremely difficult to generate funding streams for advertising and sponsorship due to the current financial climate. Due to the reduction in advertising. We now place emphasis on services and service level agreements as income streams.* **Sunny Govan Community Radio, Glasgow**

*Being unable to develop the station due to imposed limitations in raising capital through advertising.* **Tempo FM, Wetherby (West Yorkshire)**

### **Audience research and RAJAR**

*This [funding problem] is exacerbated by the fact that the station cannot obtain costly RAJAR listening figures which would undoubtedly help secure more revenue in this area.* **Féile FM, Belfast**

*Not being able to quantify the number of listeners when talking to business contacts. **Hope FM, Bournemouth***

*Would like to fund further audience research. **Pure Radio, Stockport***

## **Funding and finances**

*Like most Community Stations, BRO Radio has found it difficult to attract advertising and sponsorship to a comfortable level. Funding is also a difficult area and it seems this can change from area to area. **BRO Radio, Barry (Glamorgan)***

*As in the last report and in common with other licensees in this sector, 'core' funding continues to be a significant challenge. Grants and local authority funding (e.g. Glasgow City Council) can be difficult as our proposition is not constrained to a geographic area or in social deprivation and health issues and budgets during the past financial year are under greater pressure during the economic downturn. In the coming year to 2011, Glasgow City Council has announced serve cuts to many services and stopped funding to all sorts of voluntary groups. Glasgow City Council is considering spending cuts of about £30m this year. **Celtic Music Radio, Glasgow***

*As with all sectors this last year has been particularly tough financially. The Chronicle newspaper, our local weekly has ceased to be and like all we have had difficulties attracting the financial support necessary to meet our costs. As a result we have had to make some big decisions resulting in the resignation of our full time employed Chief Executive [...] had seemed indispensable, tightening budgets just no longer allowed for this function. As of Feb 2010 The Board of Directors assumed all operational management issues, an additional commitment of up to 25 hours a week, thereby reducing outgoings to a manageable level. Whilst things remain critical we have managed to work within budgets since Feb. **Cheshire FM, Cheshire***

*Even with the generous financial backing of our local universities and their respective students' unions, money is still fairly tight - other community stations can only be in a similar situation. As a result competition for grants is too great and funding streams too scarce to be able to ensure community stations are able to operate as effectively as possible in the community role for which they have been designed. It is our contention that the current financial capabilities of the Community Radio Fund, along with other local and national funding, cannot adequately support the growing number of radio stations being granted a community licence. This was also our contention during the last period March '08 to March '09. Since then an estimated additional 50 community radio licenses have been granted. **CSR, Canterbury***

*Lack of adverts/ sponsors due to economic downturn. **Diverse FM, Luton***

*The station continues to find it difficult to sustain enough revenue to cover core expenditure such as rent, heating and electricity. The continuing effects of the economic recession mean there is a significant lack of private and public monies available. The legacy of the 'economic crisis' etc. has clearly impinged on the willingness of businesses to buy advertising or to provide sponsorship, with cuts to budgets etc. **Féile FM, Belfast***

*Having to cope with a severe shortage of operating funds requiring (approx) £20,000 in savings to be found including one staff redundancy and the need to seek cash-flow bridging finance from Finance Wales. The theft (in late Nov 09) of the four solar electricity panels partially powering the station's transmitter on remote farmland, leading to the use of a diesel generator to stay on-air, at the same moment fuel costs started to rise rapidly. **GTFM, Pontypridd (Mid Glamorgan)***

*The station's main difficulties have been financial, but we are actively trying to broaden our sources of revenue.* **Halton Community Radio, Halton (Cheshire)**

*Difficulty in identifying grants that will finance basic and on-going running costs. Most opportunities are for special projects. Small size of Radio Fund pot.* **Hope FM, Bournemouth**

*The financial climate has meant that raising funds has been even more difficult. Income from advertising has also been limited. However there are now new LCM Ltd Directors who have significant fundraising expertise which will greatly assist this in the future.* **Leith FM, Edinburgh**

*The radio station is now into its fourth year. Grants were readily available in the first year and there was probably a naïve assumption by the then Governors that funding would be readily available year on year. This has not been the case.* **Leith FM, Edinburgh**

*Whilst Preston FM is relatively successful in terms of funding compared with the situations of some of our friends elsewhere in the sector, funding to secure the continued future of the project is by no means easy to secure. Considerable time and effort is spent in developing our work and fundraising to support it – and securing funding for the core overheads associated with the project is particularly challenging. The project is currently fully funded through to March 2011, with around 50% of the funding required for the following financial year currently secured – significant energy – which could be spent on delivering services to beneficiaries – will be expended over the coming months to ensure that we meet that goal.* **Preston FM, Preston**

*Ongoing issue relating to access and diversity of funding.* **Pure Radio, Stockport**

*The main difficulty continues to be the sustained funding of the radio station, however the unexpected closure has resulted in an increased interest and a sense of loss that has in fact amplified awareness and therefore support from local business's who have accessed our advertising packages.* **Radio Cardiff, Cardiff**

*As it grows in popularity and in the demand for its involvement in the community, Revival FM finds increasing difficulty with the financial strength of the station particularly given the current economic situation. The failure to achieve significant ongoing grant funding, e.g. Ofcom's Community Radio Fund, has produced strain on the station's operating budget in spite of making several applications based on acquiring fund raising resources. The economic model contained within the Community Licence structure makes it extremely difficult to create the required financial planning culture needed for further development of the service.* **Revival FM, Glasgow**

*Lack of funding for sustainability and support for the sector from government bodies such as the Scottish Parliament. Difficulty in accessing public information messages and the budgets that come with it. Vital for sustainability.* **Sunny Govan Community Radio, Glasgow**

*The majority of grants is associated with delivering projects. Station Manager fundraises for her own post as well as the station and delivering support and training for volunteers. The Station is not allowed to be commercial, which is felt to be unfair as the small local commercial station has not delivered local programmes and so not met its licence.* **Swindon 105.5, Swindon**

*Difficulty in tapping into grant money and donations necessary to match advertising revenue.* **Tempo FM, Wetherby (West Yorkshire)**

The main difficulty is financial as it is a constant struggle to obtain grants, service level agreements and website advertising as there is only so much fundraising you can do!

### **Tudno FM, Llandudno (Clwyd)**

*209radio<sup>18</sup> faced serious financial problems during this reporting period. We have been rejected from a number of grant bids for core funding and have found it increasingly difficult to survive on small-scale project funding and charitable donations. During November 2009 we had a crisis appeal and managed to raise enough money to survive a further three months. Unfortunately after this time, 209radio has still not secured any long-term funding and the Trustees took the decision to close the station at the end of February 2010. On 27th Feb 2010, we ceased programming output and switched to a sustaining service while Ofcom considered transferring the FM licence to a separate group.* **Cambridge 105, Cambridge**

### **Community focus**

*Whilst most community radio stations have a physical presence within the towns and cities that they serve, CSR suffers from its studios being 'tucked away' on the Canterbury's two university campuses. Added to the psychological barrier of having previously been recognised as a student radio station and a limited marketing budget, this has presented a challenge in convincing local residents that this is 'their' station. However this perception is being turned around and, with a gearing up of community events and an increased intake of community volunteers, this is a barrier we are hoping to finally overcome in the coming year.*

### **CSR, Canterbury**

*With the way ILR stations are becoming increasingly networked, less local, and less inclined to provide local content, we see it as the role of geographical community radio stations such as HFM to fill the void for local content and information. The feedback received from listeners in our area back this up. The Emails and telephone calls relating to this subject also suggest that our service is going some way to fill that void, although our lack of power does somewhat hinder this effort.* **Harborough FM, Market Harborough – Leicestershire**

*A lack of quality local news service. The IRN feed we use to supply news is London based and not representative of our own local news. Legislation for England & Wales can be different to Scottish Law.* **Sunny Govan Community Radio, Glasgow**

### **Coverage**

*For the past 8 years we have been troubled with a poor coverage of large parts of the Borough. This was really brought home to us when one of our listeners was looking for a nursing home which could receive Angel Radio. We went into various nursing homes with a good quality, sensitive, selective receiver and found the signal was often much worse than we had previously suspected. There are two ideal transmission sites which would give good coverage if our transmission antenna was placed on either site. We wrote to both and were refused by both.* **Angel Radio, Havant**

*However, one over-arching factor to financial sustainability is that Celtic Music Radio does not enjoy accessibility and acceptability on the broadcasting waveband as we broadcast on the less attractive AM medium waveband.* **Celtic Music Radio, Glasgow**

*We continue to have a problem reaching all areas of Cardiff due to the low lying location. We frequently receive complaints from residents within the agreed radius who are unable to*

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<sup>18</sup> This licence was transferred to a different company during the reporting period. The station is now broadcasting as Cambridge 105.

*listen due to reduced or no reception. We would welcome the opportunity to increase output to enable us to overcome this issue. **Radio Cardiff, Cardiff***

*One difficulty we have is the inability to cover our core broadcast area efficiently. One area being Pontardulais, which due to the transmission terrain and the height and structure of our antenna, is patchy. Ideally we would like an increase of transmission power and change of antenna to give us a mixed polarisation pattern. **Radio Tircoed, Penllergaer (Swansea)***

*The very low power level offered with the licence means that the signal reception is patchy even within the licensed area due to topographical reasons. The limited reach has created frustrations for otherwise interested listeners and has negatively impacted on support for the station. It is felt, after almost 4 years of broadcasting on a Community Licence, that the licence conditions mitigate against the successful development of a truly viable and professional community radio service as envisaged by the regulatory framework. We would recommend a reconsideration of signal power levels particularly taking into account the undulating terrain across the licence area. **Revival FM, Glasgow***

*Although we have moved the transmitter which has improved the reception there are still some areas that are unable to receive us (even though they are only a mile away). This may be in part due to the low power we are allowed and also our location. There are no high vantage points to put the aerial. This disappoints some listeners as they can hear us at their friends house but not in their own. Unfortunately this also reflects in some of the feedback we receive when we try to attract sponsors or advertisers. However we are keeping our heads above the water financially. **Skyline Community Radio, Southampton***

## **Premises**

*Lack of facilities (unsuitable and small premises) including the training provision restricting the opportunities for expansion or maximising potential/ demands. **Diverse FM, Luton***

*shmuFM is part of the larger organisation Station House Media Unit (SHMU). As a result, there is a number of additional strands of work operating within the building (e.g. video, publications, music and online work). We are beginning to struggle with the lack of space within the building as we try to support the development of all strands and the increasing number of volunteers using the building. The organisation has been working alongside a local youth and community project to develop a recording facility in their premises. These developments will ease the existing pressures, although we have a long-term aim to re-develop the base at SHMU – doubling its size and capacity. Work is underway, however, to find alternative premises to be used for the various aspects of the parent company. **shmuFM, Aberdeen***

*We operate with very limited physical space. All administrative work is done from the staff's respective homes and as yet there is no dedicated office, phone or other support facilities. **Soundart Radio, Totnes (Devon)***

## **Programming**

*We have been fortunate to attract individuals of appropriate skills able to commit to presenting daytime programmes for prolonged periods. However, and we suspect is common with many CR stations, our most active periods for volunteers is weekends and evenings. This does cause some occasional dips in the number of live daytime hours presented and associated content. Consistency, as well as content, is therefore a continuing challenge. **Cheshire FM, Cheshire***

The single key area of programming difficulty continuing to cause most concern for Cheshire FM has been providing a quality regular local news service. Based on our initial business plan, it had seemed possible to fund 1 x FTE role to provide a daily news service and provide training and guidance to other volunteers in the area of speech programming. Unfortunately, levels of achievable and sustainable funding have precluded filling this role. Additionally, it has proven difficult to attract volunteers or student journalists interested in news presenting. The rural nature of Cheshire FM's area and the 'bright lights' of the adjacent metropolitan areas of Manchester, Liverpool and Stoke-on-Trent have meant that we have struggled to attract suitable individuals. We have delivered a news service for several periods using volunteers, particular student journalists. However, unlike other programmes, a daily commitment is required to deliver a news service and this is not sustainable for prolonged periods. We believe a regular news service would be the one element that would take Cheshire FM to the 'next level' and we continue to examine our finances to see how this may sensibly be achieved. **Cheshire FM, Cheshire**

The station is volunteer led which has limited our capacity to deliver more live shows throughout the day. **Diverse FM, Luton**

On-air, we have had to work harder than expected to ensure that we meet our commitment to speech programming. Some programme slots given over to speech-based content have not been filled by our volunteers, and have necessitated us working with other community media organisations in the UK and further afield to fill. We continue to work to ensure our volunteers have the skills and support necessary to produce more interesting, relevant and local speech-based content. **Preston FM, Preston**

We had been broadcasting a weekly our Health Show which was presented by a volunteer and a representative from the NHS Grampian. In November the staff member from the NHS moved jobs and unfortunately the NHS were unable to provide us with a replacement representative. As the volunteer couldn't sustain the show on their own the show had to come to an end. Although the show is currently off air, we are continuing to pursue the opportunity to host the Health Show again in the future. Recently there have been more positive discussions regarding this show with the NHS and we are hopeful that the show will be broadcasting again in the next reporting period. **shmuFM, Aberdeen**

We were able to do live broadcasting on Saturdays for the first 6 months but had to discontinue due to heavy workloads, apart from the thriving drum 'n' bass show that remained on a Saturday evening. We hope to reinstate daytime Saturday shows at some point. **Soundart Radio, Totnes (Devon)**

## **Staffing and volunteers**

The recession has badly hit this small community in the Borders. It has been hard over the last 12 months as people have less time for unpaid voluntary work and very flexible with death and illness in our elderly presenters. As most programmes are made at home going to local schools has become difficult. Regulations and authorisations of adult supervision at all times make's it difficult for primary school age to broadcast from the station. **Brick FM, Jedburgh (Scottish Borders)**

It is patently clear one part-time staff member is not adequate to support the needs of one hundred and fifty volunteers and ensure the project runs as smoothly as possible. This means we are reliant on the goodwill of volunteers to be able to fulfil both our programming responsibilities and our community remit. Again this problem largely comes down to funding. **CSR, Canterbury**

*The main problem that CSR faced during this period would broadly be what is expected at other community radio stations – the problems of maintaining volunteer involvement and the logistics of running a station on goodwill. **CSR, Canterbury***

*Ending of Business Development Manager Post has put extra burden on volunteers. **Diverse FM, Luton***

*Whilst things has not been more difficult than last year, the need to secure the funds to employ a project coordinator with experience of working within a radio enviroiment (sic) and managing volunteers has at time worked against us. We are now only able offer work placement during the evening. There is no one onsite to respond quickly to advertising enquires. We are also not able to offer the drop in facility that was available when the manager was on site; listeners often just want to pop in to see how a radio station works. Nevertheless, we are working hard to secure the funds to employ the appropriate person. **Gloucester FM, Gloucester***

*Managing any organisation that operates 24 hours a day has logistical problems. Given that Leith FM is 100% volunteers, it is very difficult to maintain organisational effectiveness and reach the high standards we strive to attain. **Leith FM, Edinburgh***

*The organisation is member based and in the past the volunteers involved in running the organisation have had limited skills so far as Governance and Senior Management is concerned. This has prevented organisational development, decision-making and fundraising. **Leith FM, Edinburgh***

*A number of our long-standing volunteers from the Asian community have decided to leave the station during the year, due to other commitments. Whilst we still have good representation from this community, we feel that we could offer more on-air content aimed specifically aimed at local Asian people, particularly in community languages. We will be working through 2010-11 to encourage more new volunteers from the Asian community, and from black and minority ethnic communities in general, to engage with the project. **Preston FM, Preston***

*We have purchased a new terminal point that has allowed us to increase the number of volunteers with learning disabilities to perform data entry roles. We currently have four volunteers doing these tasks for us and would like to extend this up to ten but we have found shortage of support workers to be the key issue around developing this activity. We would like to find additional support for those with learning disabilities so we can increase the numbers actively engaged. **Pure Radio, Stockport***

*Another ongoing difficulty is the lack of a core salaried staff. Although we have no shortage of volunteers, it can be difficult at times to organise cover for all the roles at the appropriate times. We continue to search for ways of funding permanent staff. **Radio Cardiff, Cardiff***

*The strong dependence on volunteer input has ongoing implications for quality and consistency. **Revival FM, Glasgow***

*The position of shmuFM Administrator was vacant for 6 months (April to October 2009) which meant the administration processes were not as tight as they could have been. However, the vacancy has now been filled and we are happy with the progress that has been made in the administrative aspects of the project. **shmuFM, Aberdeen***

*Staff had to take a wage cut half way through the year. **Soundart Radio, Totnes (Devon)***

Limitations imposed by volunteer availability during normal working hours. **Tempo FM, Wetherby (West Yorkshire)**

The difficulty in recruiting and keeping volunteers as we have peaks and troughs due to a lot of our volunteers being students. **Tudno FM, Llandudno (Clwyd)**

## **Station management and governance**

*Not having funding for a Station Manager or someone based at the station 5 days a week (part or full time) has limited the amount of sponsorship that could be bought into the station and restricts the number of live shows that could aired.* **Diverse FM, Luton**

*Meantime, one of the key long-term volunteer supporters of the station, [...] programme was rested in the schedule at short notice, sadly left the station for good in disgust at what he perceived to be the insensitive, thoughtless, incoherent and poorly organised management of the schedule and the station's content. This all suggested that further thinking and better working practices were required as to how to make this very complex organisation function really coherently to everybody's satisfaction.* **Resonance FM, inner London**

## **Training**

*We currently have huge demand and waiting for our training courses and volunteering in a variety of areas, without a dedicated worker we do not have the capacity to provide the intensive support required.* **Diverse FM, Luton**

*We would like to develop accredited training resources.* **Pure Radio, Stockport**

## **Other issues**

*One of the most challenging problems that CSR faces is the logistics of broadcasting from, and maintaining the link between, two separate studios located at either end of the city. Added to this is the challenge of coordinating studios based on two separate university campuses and the concomitant problems of integrating our network with those of the University of Kent and Christ Church University. This is mainly due to the idiosyncracies of each university's network and security systems as well as their governance and administration. This means whenever we upgrade our systems both sets of administrators must approve any changes which often takes some time and impacts on the progress of the station as a whole. We are attempting to rectify this with the installation of a sponsored link; however this will still require the involvement and approval of changes by the University. In addition this link will be a large annual investment on the part of the station (£1000+). The problems here can be best demonstrated in the challenges of maintaining our playout system Myriad across the two sites and subsequent problems with storage since our link at present involves using ports through firewalls that are not always open to us. This has resulted in a considerable amount of downtime for studio 2 which has impacted on our ability to increase the number of Christ Church students taking part in the project.* **CSR, Canterbury**

*We had hoped to migrate to a new website by January 2010 which would have allowed a greater degree of interactivity with both our listenership and the local community. As well as providing an online forum, instant messaging and a calendar into which the greater community could plot events they may be involved in, this work would bring the design of our website up to date. This was initially being built by a CSR volunteer who also held the post of Head of IT. However after initial templating very little progress was made due to other commitments and it quickly became apparent his enthusiasm for this development had waned somewhat. Prizing the volunteer experience and involvement we continued holding*

out for him in the hop that the website could be up and running by Summer 2010. However it became clear that relying solely on him to produce the website was unrealistic and so our Tech Team had to take ownership of the project which has had an impact on their ongoing CSR commitments and the development of the website ready for our new intake of volunteers in September 2010. This again highlights the challenges of running a station on goodwill and with the support of just one part-time staff member. **CSR, Canterbury**

We have continued to have difficulties with our local newspaper and have met with the Managing Director who assured us that there wasn't a problem. However, events that we have been involved in are often reported with no mention of our participation. We have done outside broadcasts from events with either no mention or a single line whereas within the same edition there has been a full page with colour photographs supporting local hospital radio. On the television and radio page the hospital radio has programme times and presenter details whilst we have our frequency only at the bottom of the column. When the BBC stopped its Children's programming our local newspaper ran a column mourning the passing of Children's radio so we e-mailed to say that it was alive and well in Halifax. The reporter said that she would come and do a report on us but it never happened. **Phoenix FM, Halifax**

Escalating our outside activity has created challenges including setting up systems and process, recruiting, training and developing individuals to run this activity. We would like to attract additional resources so we can expand this activity following very positive feedback out in the community. **Pure Radio, Stockport**

The studio is small and holds lots of electrical equipment, including the transmitter and four computers. Associated buzz and hums severely affects the quality of Soundart's transmission. **Soundart Radio, Totnes (Devon)**

Allowing SWINDON 105.5 to be more commercial would help spread the areas of funding and allow more on-air credit to be given to encourage wider areas of support, thereby enabling more time to be spent delivering on initiatives to reach and support individuals, groups and communities and on further delivering on the key aims set out in our original licence. **Swindon 105.5, Swindon**