



Community Radio

Key commitments annual report form and financial reporting guidance notes

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Issue 3

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Section 1

Community Radio Annual Report Form

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

Station details

Licence Number

CR085

Station Name

Branch FM

Launch Date

14th November 2007

Web address where you will publish this report

www.branchfm.co.uk

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

1.2 Key commitments: programming

Output will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).

Music output will comprise predominantly of Christian Contemporary Music. Some specialist programming will be broadcast, including country, classical, gospel and praise and worship.

Speech output will include local news, weather, travel, Ministry teaching, drama, interviews, lifestyle features and studio discussion.

The station output will be broadcast in English.

The service will typically be live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable.)

The majority of the output will be locally produced. Some third party programming, including Biblical teaching materials, will be used.

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The average number of live hours broadcast per month is 190.

The average number of original output hours per month is 658.

The average percentage of live daytime output that is speech is 25%.

All speech has been broadcast in English.

The figures have been pretty constant throughout the year.

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

Branch FM will cater to the needs of the Christian community in Dewsbury, specifically 25 – 45 year olds, by providing specialist programming, Biblical teaching and by broadcasting local news, information and sports coverage.

Key commitments have been met through broadcasts geared to the specific age group.

The main live shows during breakfast, lunch, tea and evening have covered local and national issues and information supplemented by Christian Biblical teaching and support programming throughout the day time and evening.

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

The station will conduct interviews with key local community figures and will provide a platform for community members to publicise projects and events and to share personal experiences.

Branch FM will promote use of the internet, email, phones and a mailbox system to encourage community members to express their views and opinions.

Interviews have been conducted and continue to be done with key local community figures from the public and private sector, charitable organisations, Christian community and support organisations.

Projects, events and community support ventures have been consistently aired to highlight the ongoing good work done by individuals and organisations to the benefit of the community as a large.

The station has used a wide variety of communication streams to encourage public opinion and views on topics broadcast which include the internet website, email, text messaging, and telephone answer machine.

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

The station will actively encourage community members to participate in training in media production and presentation. Training opportunities will be promoted in local churches and youth groups and the station will aim to provide a minimum of 12 opportunities in its first year.

Branch FM will aim to provide 6 work experience placements to Christians in the first year.

The station Management Team will actively encourage community participation and regularly seek opportunities to develop this further.

12 people have been brought into the station over the 12 month period and introduced into the broadcasting media and received training on presenting and production work.

3 work experience placements have been introduced to the station from local education and universities which was a manageable and realistic figure for the station management to safely accommodate at this present time.

13 volunteers to the station have been trained up throughout the year and are now actively participating in the broadcasts and production work on a regular basis.

Numerous groups and individuals have visited the station and been given an overview and introduction on broadcasting and production work throughout the year.

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

Branch FM will highlight the work carried out by key local agencies. It will maximise use of the local press and media to develop awareness of issues of concern to the target community.

The station will respond to feedback received at meetings and events, or in surveys and will consult with people involved in delivering services across the community.

Branch FM will promote events throughout the local area.

Linked to 1 4b earlier

Branch FM has continued to highlight and bring to the attention of the community work carried out by key local agencies and organisations through good use of media contacts keeping them aware of issues relevant to them and their well being within the community.

Numerous events and meetings have been attended by station representatives to raise awareness of the Community Radio Station, receive information and feedback on its progress, content and delivery across the community at large. This has been underpinned by survey and feedback to the station through a variety of means.

Local events are publicised on a daily basis through the broadcasts, website and email.

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

Branch FM will raise awareness and knowledge of the local authority and other social services in the community by interviewing key figures within the various agencies and promoting their initiatives.

Branch FM will promote local economic development and social enterprise.

Branch FM will provide employment information in liaison with local employment agencies and offer employment opportunities and work experience placements at the station.

Branch FM will broadcast programming focussing on social inclusion by covering issues such as education, crime, drug abuse, anti-social behaviour, disabilities, equal opportunities, health and regeneration.

Branch FM will recognise that Dewsbury is a multi-cultural and diverse area and will aim to raise awareness of local ethnic cultures and beliefs.

Branch FM will promote civic participation and volunteering.

Branch FM has and continues to interview key people within the Local Authority and Social Services to raise awareness and knowledge on services and support provided and available to the benefit of individuals and the community as a whole.

It also promotes and highlights local social and economic development within the community on a regular basis through its broadcasts.

The station has been an employer over the year and will continue to look at developing funding for paid employment to be offered again in the future coming year. It will also continue to offer work placements where and when possible and practicable.

Social inclusion has been covered through the station's regular contact with key agencies and their out reach workers relating to issues surrounding education, crime, drug abuse, anti-social behaviour, disabilities, health etc. Broadcasts are done on a regular basis covering these key topics.

Branch FM also raises awareness through its broadcasts and reports that Dewsbury is a multi cultural and diverse area/community having a healthy mix of ethnic cultures and beliefs, encouraging civic participation and volunteering to community projects and events etc.

1.8 Key commitments: Access and participation

The Management Team will take into consideration the views and opinions of members of the target community in the development of the station and its programming.

Guided 'awareness' tours of the Branch FM facility will be conducted as required. All sections of the community will be welcomed to visit the studio and speak with the presenters and staff of the radio station.

Initially there will be some 15 or so volunteers involved with the station and representatives of this body will sit on the Management Team. Further volunteers will be sought from local Christian groups and organisations.

The management team take into consideration the views and opinions received from the target audience and actively encourage and promote feedback on the station from them. This feedback comes from all areas of media communication written, electronic and verbal.

Numerous guided tours of the station have been facilitated to a cross section of groups and individuals interested in Community Radio, presenters and production volunteers have been interviewed by them.

A Station 'open day' was conducted to celebrate Branch FM's first anniversary as a Community Radio Station which was well attended by individuals from within the community who had the opportunity to assist presenters who were broadcasting and deliver some live broadcasts throughout their visit.

The station's pool of volunteers has remained pretty consistent throughout the year at around 15 or so taking into account individuals moving into and out of the area. The station management team will continue to try and increase this pool with extra volunteers where possible.

1.9 Key commitments: Accountability to the target community

Branch FM will ensure accountability to its target audience by conducting questionnaires at regular intervals and by meeting with listeners face-to-face at meetings and local Christian events. Listeners will be encouraged to contact the station via phone, email, in writing or at the local Christian bookshop.

Branch FM partners will be used as both listener and advisory consultative bodies. The station trustees will hold an AGM and facilitate an annual open meeting for partners and volunteers to review the previous 12 months operation and proposed future developments.

Branch FM will have a complaints procedure in place.

Branch FM has sent out questionnaires throughout the year and also made them available on the website to receive feedback and comments from the target audience.

Station volunteers have made themselves available at various Churches, organisations and groups to have face to face contact and receive feedback, answer questions, promote and try to encourage active participation from listeners.

Listeners have also been encouraged to contact the station via telephone, email, text messaging and written correspondence and also meet volunteers at the local Christian Bookshop and events within the local area.

Branch FM Partners receive quarterly newsletters on the station's progress and developments and to encourage feedback from them. A first year anniversary 'open day' was held, again to give partners and members of the community the opportunity to visit the studio's, meet staff on a personal basis and have the chance to give their feedback and thoughts on how things were progressing etc.

Branch FM has a complaints procedure published on its website.

1.10 Volunteer inputs (see guidance notes on page 2)

Over the last 12 months Branch FM has had around 20 volunteers involved with the running of the station.

**14 have been involved in the presenting side of things.
(6 of these have also been committed to studio production work).**

4 are involved with production and technical functions.

2 involved with administration and research work.

The average time given by the volunteers would be approximately:

10 volunteers with 13 hours/month

6 volunteers with 10 hours/month

4 volunteers with 65 hours/month

Most of the volunteers are multi functional people who combine their skills and time to presenting and production work, technical services and administrative tasks. There are a small core number who due to personal circumstances can give more time to the volunteer role than others who may have commitments elsewhere with family and other organisations/hobbies etc.

1.11 Significant achievements

Preparing the station for the launch and managing to provide a sustainable quality broadcast service throughout the year to the target audience with minimal disruption with only one full time paid employee supported by a pool of volunteers.

Good stewarding and management of nominal finances coming into the station ensuring that it moved into and through the current financial recession without detriment to the service provided to the target community.

Active involvement with key agencies and figure heads from the private and public sector and raising the awareness of facilities, activities and support that is available to the community.

Sustained broadcast of programmes that is always aimed at improving the social well being of the listeners and receiving feedback to confirming this.

Volunteer participation in all roles linked to providing a Community Radio Station with all maintenance and upkeep requirements on a daily basis.

'Hands on' work with Youth Justice Services and seeing a positive outcome to partnership work done with 'hard to reach' section of youngsters caught up in crime.

The engagement and involvement of the target audience in providing practical support to our armed forces personnel serving in Iraq and Afghanistan.

The establishment of a good relationship with local schools and universities, for them to have confidence in Branch FM and being involved with the 'work experience' programme.

1.12 Significant difficulties

Do you wish this section to be kept confidential? **Yes**

Attracting sufficient finance to continue employing our one member of staff and also increase the number of paid workers to allow for sustainable growth to all areas of the station

The time required recruiting, training and monitoring potential volunteers capable of involvement with Community radio.

The negativity of local press to get actively involved with the station, (could be seen as a potential threat through their eyes) when in fact it is to the contrary and a supportive body to the newspapers in getting information to the public.

The high cost of broadcasting equipment to enable development of new studio and production rooms that would allow for higher standard of broadcast and services to the listeners.

Attracting consideration from specific funding streams and financial bodies in not considering support to Branch FM due to it being a Christian Radio Station.

1.13 Audience research

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

The majority of data compiled from audience research has been very sup portative and shown that most of the target audience was happy with Branch FM broadcasts over the last 12 months.

Most people have various preferences to their listening slots and will dip in and out to suit their personal enjoyment etc. as with main stream radio and television broadcasting.

The station has had the odd person who has not liked the odd programme here and there but again that was purely down to personal preferences.

Section 2

Declaration

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

Signature	Stephen P Hodgson
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Name	Stephen P Hodgson
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Position	Station Director
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Station	Branch FM
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Email address	studio@branchfm.co.uk and steve.hodgson@ntlworld.com
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Telephone number	01924 465600
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Date	19th June 2009
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Section 3

Checklist

Please ensure that you have done the following:

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

Then

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

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

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

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