



Community Radio

Key commitments annual report form

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Issue 5

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Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2010

Station details

Licence Number

CR151

Station Name

Redroad FM

Launch Date

27 March 2011

Web address where you will publish this report

The report will be published at www.redroadmusic.com on 4 July 2011.

1.2 The year in numbers

Please specify the station's achievements in the 10/11 year in numbers as follows:	
Average number of live hours per week	62
Average number of original programming hours per week (this may include pre-recorded as well as live material but should not include repeats).	5
The percentage of your live daytime output that is speech	15%
Number of people trained over the course of the year	89 (young people aged between 14 and 22 years old)
Number of volunteers involved over the course of the year	132
If appropriate, a list of languages you have broadcast in	English only

(Please also include this information in the following sections where relevant)

1.3 Key commitments: Programming

- Output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will comprise a wide range of genres including dance music, jazz and swing, popular music, reggae, soul, punk and rock, folk and country and western.
- Speech output will include local and community news and information, which will include transport and weather segments, as well as a 'what's on' guide, features for young people, children's stories and interviews.
- 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.

- Output is currently 85% music and 15% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). The station will continue to work towards achieving its commitment to 80% music and 20% speech based output.
- Music output has comprised of a wide range of genres including dance music (hardcore, house, drum n bass, electronic industrial), jazz and swing, popular music, soul, punk, new and classic rock.

- Speech output has included local and community information, mainly relating to services available. The station's youth programme has enabled specialist programmes such as 'healthy eating', 'health advice', 'local football and sports news' and 'things to do and places to go'. Local bands also take part in a weekly 'Live Lounge' show.
- The station only broadcast in English.
- The station has a live schedule of 67 hours per week. The service is live for at least 10 hours per day on weekdays. The station has live programming on Saturday for 5 hours and Sunday for 7 hours. The station will work towards increasing the amount of live hours in the schedule for the weekend.

1.4 Key commitments: Social gain objectives

"(a) the provision of sound broadcasting services to individuals who are otherwise underserved"

- Redroad FM will offer a locally-based service which will involve the community and will focus on young people in particular.
- The station will provide volunteering opportunities for people in the target community.
- The service will be instrumental in sharing information within the community in order to address community needs. Community information programmes will encourage public services, local organisations and businesses to use the station as a platform to get their message and information across to local residents.

"(b) the facilitation of discussion and the expression of opinion"

- Redroad FM will encourage discussion and invite opinion through its interview features.
- The station will invite discussion from listeners through text messages, phone in shows and website discussion board forums.

"(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"

- Studio and programming training will be offered to around 60 young people in the area each year to encourage participation and volunteering, and to provide creative opportunities.
- Station volunteers will be offered training in subjects such as studio etiquette, broadcast guidelines and rules and health and safety.
- Redroad FM will provide NCFE accredited training in Radio Production, targeted to meet the needs of young people, mainly aged between 11 and 25 years old. Subjects may include 'planning and producing a recording'; 'understanding and using studio/broadcast technology'; 'using portable radio equipment' and 'creating a radio jingle'.

"(d) the better understanding of the particular community and the strengthening of the links within it"

- The station will enable the target community to share information through its community information programmes.
- The station will work in partnership with local groups and organisations to enable the well-being of the local community, with a particular focus on young people. Redroad FM will adhere to the Every Child Matters initiative in its approach to youth programming.

- Regular open youth and wider community sessions will be offered, giving local community members the opportunity to have a voice and influence the station's programming.

Additional social gain objectives:

- Information relating to services and local amenities will be made public through the station's service and in partnership with Rotherham's local authority.

“(a) the provision of sound broadcasting services to individuals who are otherwise underserved”

- The station has involved the community in the service. The majority of which have been young people.
- The station has enabled volunteers to be involved as presenters or as part of a production team. Also volunteers have attended meetings and took part in the day to day running of the station.
- The service has taken a lead role in sharing information within the community. However, the process has been hindered by public sector cuts.
- Local organisations and businesses are using the station as a platform to get their message and information across to local residents, which include young people. Examples include, Youth Start (a confidential service for young people), Parent and Toddler Groups and local fundraising events.

“(b) the facilitation of discussion and the expression of opinion”

- The station has encouraged young people as part of their training to develop shows that enable discussion and expression of opinion.
- The station also involves listeners in discussion through text messaging to the station presenters. In addition, several presenters use social network sites such as Facebook and Twitter.

“(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”

- Studio and programming training was delivered to 89 young people. On completion 87 received a recognised qualification.
- Subjects such as studio etiquette, broadcast guidelines and rules, and health and safety have been included as part of the young people's training. In terms of the wider volunteer involvement, the subjects above have been administered through meetings and studio signage.
- The station was able to provide 7 young people with qualifications at NCFE Level 2 in Radio Production (90 hours). In addition, 80 young people have received ASDAN Activity Awards (10 – 16 hours).

“(d) the better understanding of the particular community and the strengthening of the links within it”

- The station has enabled target community to share information about local

businesses and services as well as employment issues in a dedicated weekly programme. The youth training programme was delivered within the 'Every Child Matters' theme.

- Open meetings are taking place at regular intervals, although the frequency of meetings has decreased since the station launch date.

Additional social gain objectives:

- Information relating to services and local amenities from the local authority has been made available to listeners, but at present there are no strategic frameworks for obtaining and disseminating information.

1.5 Key commitments: Access and participation

Community Radio Order 2004: "It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service."

- All members of the community will be welcome to get involved in the activities of the station. People will be able to get involved through various means, such as joining the Redroad FM membership, attending meetings associated with the station and work experience placements.
- Members of the community will be able to participate in the management of the service through the Redroad FM Action Group. The Action Group will consist of company directors, members, service users and other community members. The group's principle function will be to steer the day-to-day broadcasts and make recommendations to the board of directors.
- Members of the community may be elected or co-opted onto the board of directors, and will be able to make contact and influence the station's operation by attending open Redroad FM meetings.

the operation and management of the service."

- The station has been able to include members of the community by working with a number of organisations. The station programming has been assisted by the following: young people, in particular those who are Not in Education Employment or Training and young people who are at risk of falling into this category, residents who live in deprived areas, the elderly, vulnerable adults, the borough's minorities and employers and employees of local businesses.
- The station has regular meetings which involve directors, presenters, members and other representatives. The meetings have provided an opportunity to identify the diversity of skills amongst our volunteers as well as pooling ideas for the benefit of progressing the radio station.
- Members of the community have been attending Redroad FM meetings. Individual members have expressed an interest of becoming a director. The station will hold an AGM in June 2011 which will provide the opportunity to follow up the expression of interests.

1.6 Key commitments: Accountability to the target community

Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself accountable to the community that the service is intended to serve."

- Redroad FM will agree targets which will be set by the directors and station members. The management group will monitor progress and evaluate the quality and impact of the service and the station's annual report will be used as a medium to disseminate this information.
- The station will hold an Annual General Meeting which will be open to the public. It will be publicised on the station website and on air.
- The station will put in place a complaints procedure for listeners as well as a grievance policy for employees and volunteers.

- Targets have been set by directors, presenters and members in the Redroad FM meetings. The station has been able to monitor progress through meeting minutes and partnership working with schools and other youth organisations.
- An Annual General Meeting is planned for June 2011 and will be open to the public. It will be publicised on the station website and on air.
- The station has worked in partnership with Voluntary Action Rotherham to produce a volunteer policy that includes a grievance procedure. The station will continue to work with Voluntary Action Rotherham to produce a separate grievance policy for employees and volunteers.

1.7 Volunteer inputs (see the separate guidance notes)

Number of volunteers:

132

What roles are performed by volunteers:

Company Directors, Presenters, Producers, Studio engineer, Programme assistant, Telephonist, IT Technical services, Programme director, Journalists, Live interviews.

Approximate number of hours worked on average per volunteer **per week**:

The stations volunteers contribute a varied amount of time according to other commitments in their lives. The most committed volunteers contribute 4 to 6 hours per day right through to volunteers who do specialist shows or attend meetings once a month for about 2 hours. As well, a number of young people volunteered as part of their school educational programme which is time limited. For this reason when working out the mean average below of the number of hours worked on average per volunteer per week the young people involved through the school educational programmes will be omitted from the statistic.

132 volunteers
84 solely involved through school educational programme
Total regular volunteers:
48

Average hours per week: live programming 67, administration 9, management 5,
Sales 10 = 93 hours

$93/48 = 1.9$

Average hours per week per volunteer = 1 hour 54 minutes.

Additional information:

What is not included in the above calculations is the amount of time individual presenters spend (varies from person to person), on preparing their shows away from the station.

1.8 Significant achievements

- The completion of the stations first year on air
- The recruitment of 132 volunteers
- The accredited training programme which accredited 87 young people
- The inclusion of 80 young people who are NEET or at risk of becoming.
- Partnerships with 8 out of 16 secondary schools in the borough of Rotherham.
- Fundraising for charities (Yorkshire Air Ambulance and Sheffield's Children Hospitals PACT).

1.9 Significant difficulties

Do you wish this section to be kept confidential? Yes

The significant difficulties relate to the governance of the station. The two main issues are;

The non participation of a number of directors on the board.
The transition from the public sector into the voluntary (third) sector.

These areas have proven to be the most challenging for the station. The station hopes to resolve or to reduce the difficulties by holding an AGM and as part of that process elect or co opt new dynamic directors whose qualities will need to include; the ability to work with others (including young people), similar social objectives, durability and equality.

1.10 Audience research

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

Audience research has not been conducted as robustly as the station would like. The reasons are considered to be related to staffing capacity. However, data has been collected from mobile text messages sent to the station during (1) the breakfast show (2) the lunchtime show

AJ at Breakfast:

On average this show receives 90 texts per day, some of the listeners text in more than once to enter competitions. Examples of listener feedback through text messages is;

“I always listen to AJ at breakfast” (Listener)

Gaz Shanks with Lunchtime live:

On average this show receives 30 texts per day, some of the listeners text to request songs to be played. Examples of listener feedback through text messages is;

“Found the station by accident Its great to hear songs you don't often hear on mainstream radio” (love Shaz xx)

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

Trevor Grossett

Name

Trevor Grossett

Position

Director

Station

Redroad FM

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Telephone number

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Date

29 June 2011

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 (5th Floor),
Ofcom
Riverside House
2A Southwark Bridge Road,
London
SE1 9HA.

Annual report forms must be returned to Ofcom by Friday 25 June 2010.

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