

Section 1

Key commitments Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 December 2012

Station details

Licence Number

CR086

Station Name

Hope FM

Launch Date

27/05/07

Web address where you will publish this report. [Please say if the report has already been published, and if not, when it will be]

www.hopefm.com Will publish from 3rd April 2013

1.2 The year in numbers

Please specify the station's achievements in the year under review in numbers as follows: (some of this may be a repetition of the information supplied in the financial report)

Average number of live hours per week (live material is created at the same time as it is broadcast)	94
Average number of original programming hours per week (original material includes pre-recorded and live material but does not include repeats or automated or voice tracked).	108
The percentage of your <u>daytime</u> output that is speech	36%
Total number of people trained during the year	10
Total number of volunteers involved during the year	43
Total volunteer hours per week	122
If appropriate, a list of languages you have broadcast in	English

(There may be some repetition of this information in other sections such as programming.)

Please indicate whether your station key commitments have been delivered during the reporting period: 1 January to 31 December 2012

1.3 Key commitments: programming

Key commitment delivery	YES	NO
A high level of involvement and interaction from the local community will be encouraged by the station, seeking to promote a variety of local opinions and information. The station will build on its network of contacts in the area, developing partnerships with those actively involved in community life and delivering programmes that provoke response. The programming will reflect the YMCA's Christian ethos, whilst also reflecting diversity.	√	
<ul style="list-style-type: none"> Output will typically comprise 60% music and 40% speech between 6.30am and 9.00pm ('speech' excludes advertising, programme/promotional trails and sponsor credits). 	√	
<ul style="list-style-type: none"> Music output will combine a mix of Christian music of varying styles with other popular genres creating a distinctive sound: Christian music of various styles and Contemporary & Traditional Mainstream 	√	
<ul style="list-style-type: none"> Speech output falls into three categories: community voice and listener participation, information and public service and education, inspiration and entertainment, Speech output will comprise human interest stories, discussion and debate, interviews, inspirational teaching and drama, news, traffic and weather, community information etc. 	√	
<ul style="list-style-type: none"> The service will typically be live for at least 14 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced 		√ *

Explanatory notes re non-delivery (if applicable):

*Our 'live hours' are slightly down this year, by 4 hours. This equates exactly to the two programmes we have to repeat because of a shortage of volunteers. For some unexplained reason 2012 was a difficult year for recruiting new volunteers. Two New Presenter training courses were held which yielded 6 new presenters for the station, but there was a higher than normal percentage of drop-outs – reason being a higher than normal relocation of longstanding presenters.

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
(a) The provision of sound broadcasting services to individuals who are otherwise underserved		
<ul style="list-style-type: none"> Helping the homeless: The YMCA houses up to 99 young adults every night and Hope FM's programmes will feature many relevant issues of a wider community interest (e.g. drug/alcohol abuse, domestic violence) 	√	
<ul style="list-style-type: none"> Giving a voice to children and young people: The station will develop its partnerships with various local associations to give young and vulnerable people the opportunity to express their feelings on a range of issues. 	√	
<ul style="list-style-type: none"> Serving the faith-based community beyond those who attend church on Sunday. Based on a broad Christian ethos, the station will seek to build understanding and promote tolerance between people of different opinions whilst also involving persons of other religious faiths. 	√	

<ul style="list-style-type: none"> Existing radio services in Bournemouth are mainly music based and therefore offer limited opportunity for community access and participation. Therefore, giving people a voice, facilitating the sharing of information and community debate will be at the heart of what Hope FM will do. 	√	
(b) The facilitation of discussion and the expression of opinion		
<ul style="list-style-type: none"> The station will seek to broaden debate by featuring people of differing views, providing an opportunity for listeners to phone-in or respond through its website, thus promoting the free expression of thought and opinion. 	√	
<ul style="list-style-type: none"> Where possible the station will broadcast and record in various locations, e.g. parks, Churches and commercial & voluntary organisations avoiding the need for people to travel to central Bournemouth, with the objective of involving more people at the grassroots level. 	√	
(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		
<ul style="list-style-type: none"> Maintaining a partnership with Bournemouth University's Media School: E.g. the station will enable students on the various media courses to have a practical outlet to develop their learning and skills. 	√	
<ul style="list-style-type: none"> Providing about 12 work experience placements of varying lengths of time between one day and three months over the period of the licence, as well as several training programmes and master-class sessions specifically targeted at young people and new volunteers. About fifteen volunteers to be recruited each quarter. 	√	
<ul style="list-style-type: none"> Providing an on-going training programme for all of the station's volunteers, focusing on personal development and acquiring a range of broadcasting skills like interviewing techniques, scripting, programming and technical ability, etc. 	√	
<ul style="list-style-type: none"> Establishing a mentoring approach where those who have clear skills impart them to others. 	√	
(d) The better understanding of the particular community and the strengthening of the links within it		
<ul style="list-style-type: none"> By actively involving and working in partnership with a range of individuals and organisations, both voluntary and statutory, Hope FM will maintain an excellent learning and communication base. 	√	
<ul style="list-style-type: none"> Developing a platform for community ownership, information and debate. 	√	
<ul style="list-style-type: none"> Serving the faith-based community - building networks, promoting ecumenical partnerships, dispelling misconceptions and highlighting the work that they are carrying out within the community. 	√	
Additional Social Gain objectives (if any are specified in your licence).		
<ul style="list-style-type: none"> The station's radio service will offer affordable advertising for small businesses, raise people's awareness on local government policies and encourage debate on national issues from a local perspective. 	√	
<ul style="list-style-type: none"> Working in the community and working with the community has always been at the centre of the YMCA's work. Hope FM community radio will be another vehicle in the attainment of the YMCA's goals. 	√	

Explanatory notes re non-delivery (if applicable):

1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Members of the community can participate in the operation of the station through membership of the management committee, the listener panel, and/or the recruitment process of volunteers. 	√	
<ul style="list-style-type: none"> All of the above opportunities will be promoted through the station's output, website, press and media and the station's publicity material. 	√	
<ul style="list-style-type: none"> Short and long term training courses will be provided to equip volunteers with the appropriate skills required for using the station's broadcast facilities. 	√	
<ul style="list-style-type: none"> Training will be largely based at the YMCA's premises in the town centre allowing for easy access by volunteers and participants who will be drawn from among Hope FM's listeners and partners. 	√	

Explanatory notes re non-delivery (if applicable):

1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
Transparency and accountability between Hope FM and the community will be promoted through:		
A. A Listener Panel: drawn from Hope FM Community Radio partners and various quarters of the local community.	√	
B. Volunteer meetings: exchange of ideas & opinions on the direction the station should take and obtaining feedback from the volunteer team.	√	
C. Website: feedback & notice-board sections on the website	√	
D. Public forums: networking between stakeholders of the service	√	
E. Publicity: key information & developments within the service will be published in a quarterly newsletter.	√	
F. All the above target outputs will be assessed quarterly with a written report being submitted to the managerial committee who will work to ensure that the station meets its social gain objectives and if necessary review the objectives.	√	

Explanatory notes re non-delivery (if applicable):

1.7 Volunteer inputs (see guidance notes)

The contribution of volunteers to the operation of this station is mainly focussed on:

1. Presenting programmes = the average no. of hours across a week is **2.87** with the least hours volunteered per week being 1 and the most hours by a single volunteer being 8.
2. Production staff. We have a paid Production technician employed for 4 hours per week who also volunteers a further **15** hours per week. Two volunteers (Bournemouth University partnership) each give us **2** hours per week.
3. Our partnership with Bournemouth University sees around 30 – 40 students volunteer as part of their work experience in 2 facets of radio; journalism and radio production. Our Summer Journalism Placement runs from May – September each year and creates an entire local news team (on a rotation basis) which operates out of this station & provides 5 local news bulletins per day, 5 days per week during this period.

1.8 Significant achievements

- We met with **41** Church leaders throughout the conurbation of Bournemouth, Poole & Christchurch to establish what the church's needs were & how we could help meet them. The exercise was incredibly fruitful; it helped strengthen our ties with the churches in general, established mechanisms to help promote them & their activities better, gave us useful insight as to how valuable they perceived Christian radio to be in this area and opened the door to our 1st church audience research programme, which will be reported on further in this report.
- At the National Hospital Radio Awards in March a former presenter of Hope FM who was trained at this station was awarded the **Gold Award** for Best Newcomer to Radio at the 2012 National Hospital Radio Awards.
- On 14th April at the Dorset Music Award finals Hope FM won the **award** for 'Best contribution to the Local Music Scene'. This was in acknowledgement of our 'Livewire Live' programme which showcases local performing artists who do not yet have recording contracts.
- In July Hope FM, along with some local Christian leaders, organised **PRAY BOURNEMOUTH** an initiative to see the community come together to pray for the nation in the lead up to the London Olympics. Around **200** individuals signed in at the YMCA reception to come and pray over the 7 day period and many members of the Christian community became involved with activities associated with the Olympic flame coming into the area.
- On the 29th September Hope FM took 3 coach loads (160 people) to the **National Day of Prayer** at Wembley Stadium which was attended by over 45,000 from all over the country. We conducted live radio crossings throughout the day and interviewed a plethora of notable Christian leaders & performers including Olave Schnelling from the Christian Broadcast Council, Tim Hughes, Matt Redman & Noel Richards.

- We conducted our first **Audience Research** survey – specifically into local churches, in order to ascertain purely Christian or church-going listenership of the station. The findings are under the Audience Research heading.
- The exceptionally good relationship we have with Bournemouth University was further evidenced when they approached us for FM and internet coverage of their **USA Live Election** programme which took place throughout the vote counting from 9pm GMT until 6:30 am GMT on Tuesday, 6th November. The collaboration saw us carry excellent minute by minute coverage direct from the Bournemouth University News lab, and included coverage from the University of Massachusetts.
- We were able to negotiate **match-funding** with Barclays Bank for 5 different fundraisers during the year; significantly this brought in an additional £3,250.00 into our coffers in 2012.

1.9 Significant difficulties

Do you wish this section to be kept confidential? Delete as appropriate Yes/ No

- After 5 years of continuous broadcasting, 2012 saw some significant **equipment failure** leading to increased expenditure in repairs.
- Recruitment of new volunteers. Despite a robust training programme and advertising on website & on air, finding dedicated people with capacity was a real challenge. Consequently some gaps left by leaving presenters had to be covered by repeats of other programmes.
- Lack of dedicated training personnel puts strain on already over-taxed work force (two fulltime staff & one half time administrator). This situation exists because of a continuing recessionary climate which precludes us from employing more staff.

1.10 Audience research

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

- In April 2012 we conducted research into **36** churches around Bournemouth, Poole and Christchurch.
- The sample was **532** people who participated.
- The research focussed only on people who had listened in the past 90 days (Feb – April 2012).
- To the question “have you listened to Hope FM in the past 90 days?” **53.8%** of respondents answered ‘yes’ and **46.2%** answered ‘no’. Reasons for not listening were predominantly because people could not pick up the station, or the signal was too poor.

- Conversely **91.9%** of respondents stated they were aware of Hope FM while only **8.1%** had not heard of it.

- Gender split is Male: **45.3%** Female **54.7%**

- Age range: 17 – 25 = **18.8%** 26 – 45 = **41.8%** 46 – 55 = **39.3%**

- Listening habits of recent listeners to Hope FM:

7am - 9am	50.0%
9am - 12noon	31.0%
12noon - 2pm	17.5%
2pm - 5pm	17.5%
5pm - 7pm	31.0%
7pm - 9pm	15.9%
After 9pm	18.3%

Pleasantly surprising to us was the number of people listening to our music speciality programmes after 9pm.

- Station Awareness

Through church	47.8%
Word of Mouth	44.6%
By Accident/Surfing the radio waves	5.5%
Other (someone doing an interview)	2.1%

- Feedback on Programmes

ENTERTAINING	49.6%
INFORMATIVE	48.2%
LOCAL INTEREST	42.6%
EDUCATIONAL	22.7%

- Listener ratings (where 1 is extremely poor and 10 excellent) were solicited for the following:

MUSIC ON HOPE FM	8	(27.9% responded)
PROGRAMMES IN GENERAL	8	(21.5% responded)
PRESENTERS ON HOPE FM	7	(22.5% responded)

- Asked the question "Would you recommend Hope FM to a friend?" respondents answered as follows: YES **89.9%** NO **10.1%**

Section 2

Declaration

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

Signature



Name

KEVIN POTTER

Position

STATION MANAGER

Station

HOPE FM

Email address

kevinp@hopefm.com

Telephone number

01202 569239

Date

21/03/13

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

Annual report forms must be returned to Ofcom by Wednesday 3 April 2013.

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