



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 2011

Station details

Licence Number

CR086

Station Name

Hope FM

Launch Date

27.05.07

Web address where you will publish this report

www.hopefm.com - will be published on 30th June 2011

PLEASE NOTE: Each section can be expanded to take as much information as you need to provide.

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	99.5 live hours per 7 day week
Average number of original programming hours per week (this may include pre-recorded as well as live material but should not include repeats).	11.5 hours original pre-recorded programmes
The percentage of your live daytime output that is speech	30hrs/84hrs (7am-7pm) = 36%
Number of people trained over the course of the year	27
Number of volunteers involved over the course of the year	50
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

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.

- Output will typically comprise 60% music and 40% speech between 6.30am and 9.00pm ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- 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
- 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.
- 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

All programmes encourage listener participation and our 'talk-based' programmes invite debate and input. Nothing has changed in this regard since Hope FM took to the air in 2007.

Our Community Matters programmes which run every weekday morning from 9:00am to 11:45am promote the ethos described by its title; namely that community does matter. Therefore almost **14** hours per week is dedicated to this community platform where a range of people (**332** in total this year) representing various sectors of society including politics, sports bodies, health & fitness (NHS & private sector), education, media, music societies, drama groups, charities, businesses, support groups, religious organizations & churches and community groups are given a voice and a profile.

The 'Business Show' provides **6** hours of programming per week to local businesses where a wide range of subjects are discussed like business in general, banks & banking, house prices and the political impact on the economy as well as current affairs.

Extensive party political coverage was given to all parties, including independent candidates, in the run up to the General Elections in 2010 – including interviews and live debate.

- We are meeting our 60/40 music to speech ratios with 36% of speech being achieved by 7pm.
- Music output mix is being achieved. Contemporary Christian Music is rotated predominantly between 7am – 7pm (80%) with a mix of contemporary and older Mainstream (20%) whilst different specialised music programmes are broadcast on each night of the week, including 'Classical Delights', Praise & Worship, 'Smoothies' featuring smooth jazz, 'Livewire Live' featuring local bands/artists, 'Easy Street' featuring easy listening music, the 'New Music Show' showcasing new and alternative music, 'Basshouse' featuring dance & drum 'n bass and 'Urban Revival' featuring Hip Hop & R&B music.
- Other programming key commitments are covered in the above information, including Key Commitment 1.2

1.4 Key commitments: Social gain objectives

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

- 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)
- 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.
- 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.
- 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”

- 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.
- 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”

- 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.
- 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.
- 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.
- 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”

- 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.
- Developing a platform for community ownership, information and debate.
- 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:

- 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.
- 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.

(a)

- During 2010 the YMCA applied for, and was successful in winning a Lottery funded bid which will see **140** people (over a 3 year period, beginning 2011) mostly service-users of the YMCA, trained in audio capturing/editing/programme making and presentation. The project, which has been named “Hope 4 Me” is aimed specifically at uplifting its incumbents (the majority of whom currently fall into the NEET category) through building confidence, sharing skills and providing training & hands-on experience through Hope FM.
- During the year the station was again flooded with requests from various schools’ governing bodies to provide work experience opportunities for scholars. We were able to accommodate **26** scholars on work experience for time periods of between

1 to 2 weeks, resulting in there always being someone in training for virtually the entire year. Over and above this, Hope FM maintains excellent relations with various community projects in the local area including Young Citizens, Youth Opportunities Fund and V – offering a voice to the youth on subjects that affect or matter to them. Furthermore, Hope FM provides youth-led programmes on air in the form of ‘Essence’ (Friday evenings), ‘Basshouse’ (Friday nights) and ‘Generation Y’ on Saturdays from 11am – 1pm.

- The station continues to maintain relationships with various faith-based groups such as Faithworks, Bournemouth & Poole Chaplaincy, Dorset Christian Business Fellowship, Pramacare care-giving charity, Prospects (Adults with Learning Disabilities), Market Place Chaplaincy, Full Gospel Christian Fellowship and local churches of all denominations, promoting their causes and events on air as well as through our website. Programmes on Sunday mornings (from 7am – 12 noon) and Sunday evenings (9pm – 11pm) are geared towards providing a faith message to those who don’t necessarily attend church services.

- Community access and participation is encouraged on air, via our website and Social Networking pages (Facebook & Twitter) and through our Listener Panel.

(b)

- Audience participation is encouraged at every level, by way of telephone calls into the station and by actively inviting people into the station who would like to share their life stories. Certain programmes are geared towards specific target groups who might ordinarily be ignored or overlooked, for example our ‘Fulfilled Lives’ programme encourages people with major disabilities to tell their stories of challenge and overcoming, whilst care-giving groups and organisations are supported and promoted.

- Hope FM continued to take radio to the people over the past year. Outside broadcasts were conducted from Bournemouth Square (CBD) on the occasion of our 3rd birthday celebrations where the station also erected a large outdoor stage and promoted a wide variety of local talent in the performing arts over the course of a full day. OB’s were also conducted from the Oakdale Fair, the Bournemouth Air Festival, the Bournemouth Family Day at Meyrick Park, the Broadstone Christmas Fair and the Bournemouth Christmas Pageant.

(c)

- The Hope FM/BU Media School partnership continues in the form of the “Summer Journalism Programme” which runs from 1st May to 30th September and involves teams of 2 or 3 students coming in for a period of two weeks to run the News Department. Their mandate is to source only local news stories and sound bytes, compile, write and present 3 news bulletins per day over the period. In 2010 we had **42** students participate in the Programme.

- During 2010 Hope FM again hosted **26** work experience placements – the maximum quota possible in a year. Even although these various placements tax our limited resources considerably, we are proud to be over attaining on all our Social Gain commitments.

- 2 New Presenter training courses were held over 6 weeks (2.5 hours per week) during which **27** candidates received free radio training. **15** of these went on to become presenters or co-presenters on Hope FM.

- Hope FM maintains its mentoring approach where more experienced presenters, production technicians and programme input assistants work in tandem with less experienced counterparts to bring them up to speed. Ultimately this also helps ensure back-up in times of sickness or holiday.

(d)

- All of the key commitments described as “*the better understanding of the particular community and the strengthening of the links within it*” are being fulfilled as a matter of course, and can be evidenced elsewhere within this report.
- Community ownership consists in the open approach for all to participate on air, via our website and social network sites and in the Listener Panel meetings which take place quarterly.

Additional social gain objectives:

- The station offers affordable advertising packages: our “3X3” package offers 3 adverts on 3 days per week for 3 months at only £290.00 ex vat.
- As previously stated, Hope FM’s integration & association with the YMCA ensures that the community is at the heart of what we do. Youth work, rehabilitation of offenders, alcoholics and drug addicts and the delivery of educational programmes that are designed to inspire confidence and uplift those in less fortunate circumstances are at the heart of the YMCA’s work – for which Hope FM is the broadcast conduit and training environment.

1.5 Key commitments: Access and participation

- 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.
- All of the above opportunities will be promoted through the station’s output, website, press and media and the station’s publicity material.
- Short and long term training courses will be provided to equip volunteers with the appropriate skills required for using the station’s broadcast facilities.
- 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.

- The Listener Panel makes recommendations on programming as well as presenters and all recruitment opportunities are promoted through the station’s output as well as through marketing material, the website and other media sites.
- New recruit training courses are held twice per year, as well as one refresher course for existing volunteers. In addition, the Station Manager undertakes ‘work reviews’ with all volunteers to ascertain ongoing needs and to provide a one-to-one platform for communication.
- All training takes place at the YMCA premises in central Bournemouth.

1.6 Key commitments: Accountability to the target community

- 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.

- A) Already reported as fact.
- B) Volunteer meetings take place as a forum at least once a year, at the beginning of the year. Ideas and opinions are more generally expressed in the 'work reviews' undertaken by the SM with volunteers on an individual basis.
- C) A notice board is available on the website, however it is our finding that most feedback is expressed via our social network sites, especially our Facebook pages and blog.
- D) This happens as a matter of course.
- E) The Hope FM Newsletter is published quarterly and goes out to individual stakeholders as well as churches.
- F) The targets herein mentioned are constantly assessed by station management.

1.7 Volunteer inputs *(see the separate guidance notes)*

Number of volunteers:

45

What roles are performed by volunteers:

Presenting, programme input (advertising schedules & pre-recorded material), news gathering + compiling + presenting (university placements)

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

Across the board it's probably around 3.5hrs (range is from 1 to 6)

Additional information:

1.8 Significant achievements

1. Winning a lottery-funded bid to start up the Hope 4 Me project. This has provided employment for a volunteer of long standing (2 years as volunteer Production Assistant) and has given us the facility & training tools to equip 140 people in the NEET category over the next 3 years.
2. Showcasing local bands & performers on a massive stage on the beach during the Bournemouth Air Festival – an event that draws over 300,000 people to this locality in August.
3. Successful running of the Hope FM/Bournemouth University Summer Journalism programme from May – September which gave 42 journalism and media students hands-on work experience in a live radio environment, and gave us 3 dedicated local news broadcasts per day over the period.
4. A significant increase in the amount of interest and participation by businesses in the 'Business Show'. This was after we identified our USP as "The Interview" – and determined to start charging for airtime in this manner, as a counter to opposition to traditional forms of commercial advertising.
5. Early in 2011 we started receiving statistics of up to 1,800 weekly interactive posts on Facebook – a significant indicator to us that audience awareness and response to the radio station is increasing exponentially.

1.9 Significant difficulties

Do you wish this section to be kept confidential? No

- April to December 2010 was the most difficult in terms of financing the station. There was significant consumer resistance to conventional advertising, obviously exacerbated by the fact that scientific research of audience figures is non-existent.

A challenge that we believe Ofcom and Government needs to face up to is how to implement RAJAR-type research on behalf of Community Radio that will help sustain the commercially-funded side of our income streams, by providing realistic proof of listenership.

- Balancing community-driven or community-centred outside events and demands with the core business of radio.
- Facing the real problem of volunteer burn-out after 4 years on air. The current financial situation, coupled with increasing demands on society in general, has led to the demise of many volunteers along the way – or symptoms of 'burn out' with those who have stayed the course.

1.10 Audience research

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

We only have website streaming statistics and Facebook user information.

Section 2

Declaration

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

Signature

Name

Position

Station

Email address

Telephone number

Date

Section 3

Checklist

Please ensure that you have done the following:

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

Then

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

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

Annual report forms must be returned to Ofcom by Wednesday 29 June 2011.

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