



Community Radio

Key commitments annual report form and financial reporting guidance notes

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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

CR086

Station Name

HOPE FM

Launch Date

27 MAY 2007

Web address where you will publish this report

www.hopefm.com

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

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

2. 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 70%, Contemporary Mainstream 20% and other including classical 10%.

3. Speech output falls into three categories: community voice and listener participation (50%), information and public service (40%) and education, inspiration and entertainment (10%). Speech output will comprise human interest stories, discussion and debate, interviews, inspirational teaching and drama, news, traffic and weather, community information etc.

4. 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.

Responses to above.

1. The mix of music and speech varies with the time of day, but overall we are in line with objective of 60% music and 40% speech between 6.30 am and 9.00pm.
2. Music output mix is being achieved. Specialist music programmes being broadcast are Smoothies featuring smooth jazz, Livewire Live featuring local bands/ artists, Classical Delights, Easy Street featuring easy listening music, the New Music Show showcasing new and alternative music, Reloaded featuring Hip Hop & R&B music, the Early Years show taking a look at the earliest Contemporary Christian Music artists and their music, and the New Country Show.
3. Speech output is being achieved.
4. Live programming is being broadcast between 7.00 am and 11.00pm (16 hours) on weekdays and 7.00 am and mid-night at weekends (17 hours). Within those hours we are currently broadcasting a 15 minute pre-recorded programme on weekdays and 4 hours of pre-recorded programmes over the weekend.

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

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

1. 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)
2. 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.
3. 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.
4. 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.

Responses to the above.

1. and 2. Wherever possible we pick up relevant issues of a wider community interest on our weekday morning Community Matters programme and on our 'Fulfilled Lives' show at 7pm on Monday evenings. Programmes on Thursday, Friday and Saturday evenings and at the weekend specifically target the under-25 age group.
3. Local representatives from the Muslim faith have been interviewed on a range of topics and Jewish Rabbi's are regular guests on the Weekday Breakfast Show.
4. Main day time programmes are currently running at a 50:50 speech to music ratio.

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

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

1. 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.
2. Where possible the station will broadcast and record in various locations, across the Bournemouth conurbation, avoiding the need for people to travel to central Bournemouth, with the objective of involving more people at the grassroots level.

Responses to the above.

1. All programmes encourage listener participation and debate. Differing opinions are offered by specialists in our Community Matters programmes as well as the current affairs programme ‘Lunch Byte’ between 12 noon and 2pm weekdays.
2. During the past year we have attended and broadcast live interviews from Moorlands College 60th Anniversary (June 2008), New Wine Christian Music festival (August 2008), Lib Dem Conference (Sept 2008), the Christchurch Motor Show (Sept 2008), Carrington Business Club breakfast (Dec 2008), Rotary Christmas Carol Service (Dec 2008), Bournemouth Borough Council opening of the Flame of Hope, town centre (Dec 2008), Boscombe Traders’ Market Day (Dec 2008), Christmas Pageant (Dec 2008), Dorset Business breakfast (Feb 2009), AFC Bournemouth (March 2009) and International Women’s Day (March 2009).

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

“(c) the provision (whether by means of programmes included in the service or otherwise) or education or training to individuals not employed by the person providing the service”

1. 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.
2. Specific programme content will have a clear training and development focus, aiming to assist listeners in gaining information and developing new skills.
3. Providing about 12 work experience placements of varying lengths of time between one week and three months over the period of the Licence, as well as several training programmes and master-class sessions targeted at young people and people with little or no media experience (about fifteen volunteers to be recruited each year)
4. 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.
5. Establishing a mentoring approach where those who have clear skills impart them to others.

Responses to the above

1. We regularly give placements to media and journalism students from Bournemouth & Poole College and Bournemouth University to come and train within the confines of a real broadcast situation. Recently, in a MOA with Bournemouth University we’ve taken 22 media & journalism students divided into teams to cover a 3 month period whereby they will source, write, produce and present a local news bulletin 3 times per day, 5 days per week. We also have a BU recent graduate who is producing and presenting a weekly current affairs programme on Hope FM on Fridays.
2. An initiative of 2009 has been a pilot programme featuring the formation and historical timeline of the various boroughs of Bournemouth, in keeping with the Bicentenary of this town in 2010. Various role players have been brought in from the community, and the project has been managed by another BU media student who has packaged 12 episodes for broadcast.

Responses to the above continued

3. This year we have provided 15 work experience placements being 7 school students, 7 University students and 1 person on the New Deal scheme. Placement periods have varied between 10 days and 52 weeks (2 gap year students).

4. 38 volunteers completed training courses at the end of April 2009. A further training course is planned for September.

5. A presenter, co-presenter team approach is in place as well as a mentoring programme within the Production environment.

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

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

1. 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.

2. Developing a platform for community ownership, information and debate.

3. Serving the faith-based community - building networks, promoting ecumenical partnerships, dispelling misconceptions and highlighting the work that they are carrying out within the community.

Responses to the above.

1. Excellent relationships exist and continue to be developed with local voluntary groups, church groups, faith groups, local government departments, community groups, business groups and individual businesses.

This has included the regular broadcast of an evening programme for aged people, a weekly local business feature involving Business Link and a programme raising the awareness of people in the community who live with a range of disabilities by encouraging some to speak on air, about how they are able to live fulfilled lives with the help of others.

Local MP's and Councillors as well as employees from the Bournemouth and Poole Arts Development departments, Dorset Police, Dorset Fire and Rescue,

Dorset Wildlife, Environmental Health, Primary Care Trust, Bournemouth Leisure Departments, Citizens Advice Bureau, Children's/ Early Years Service and Health Link have been regular visitors to our studio.

We have been involved with Causeway Prospect, an organisation dedicated to people with learning disabilities as well as Dorset POPP, caring for the over 50's.

2. A Listener Panel comprising members of the community meet with station management bi-monthly to feed back on programmes and station output. This has been invaluable in assisting us provide the topics and programmes that the community want to hear and talk about.

At the moment the station carries an average of 22 interviews per week, this is in excess of 1100 per annum – featuring local organizations, charities, churches, borough councils and businesses. The spectrum includes youth, the disabled, minority groups, the aged and the reformed (alcohol & drug addicts).

3. Regular interview and feature opportunities are being given to individual churches and faith groups including a weekly Church profile that often demonstrates their involvement with local community groups funded by the Council and other voluntary bodies. Regular interviews are broadcast with national Christian organizations such as Christian Aid (monthly), Christian Concern for our Nation (monthly) Evangelical Alliance (monthly), Haiti Hospital Appeal, Church Mission Society, Care Confidential, Vision for Israel and Toybox highlighting the positive work they are doing in the UK and overseas.

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

1. 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.

2. Working in the community and working with 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.

Responses to the above.

1. Annual packages start from as little as £250. Various schemes have been introduced to highlight small businesses in the area, including programmes that feature partnerships with Business Link and Dorset Business. (The CEO of Dorset Business himself presenting a Business Show once a week).

2. The Hands on Media – Children's Fund run by Bournemouth YMCA has been merged with Hope FM to form a media grouping covering audio and video. In addition Bournemouth YMCA is involved in various other community projects in the local area including Black Minority Ethnic Group (BME), Young Citizens, Youth Opportunities Fund and V.

Hope FM as part of the YMCA family has been able to give a 'radio voice' to this work as well as giving project participants the opportunity to talk about their experiences 'on air'.

1.8 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."

1. Members of the community can participate in the operation of the station by being invited to become members of the management committee and the listener panel, and/or the recruitment process of volunteers.
2. All of the above opportunities will be promoted through the station's output, website, press and media and the station's publicity material.
3. Short and long term training courses will be provided to equip volunteers with the appropriate skills required for using the station's broadcast facilities.
4. 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.

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Responses to the above.

1. A generic invitation for anyone to join the Listener Panel is carried on the Hope FM website, as well as in our bi-monthly Newsletter which has a distribution of 1000. Five meetings have been held in the year ending April 2009.
2. Being done as a matter of course.
3. 38 volunteers have completed in-house training at the end of April 2009. This is an ongoing commitment that runs twice a year, with Refresher Courses carried out in between.
4. Since 2008 a permanent training centre has been created in the premises of the Winton YMCA. This gives us permanent access to a training room as well as a fully operational studio. We have also formed a partnership with a Bournemouth based internet radio station called SonRise Radio, with the aim of giving trainees live radio presenting experience while they wait for a presenting slot to become free on Hope FM.

1.9 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."

- 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.

Responses to the above.

- A) An invitation to join the Listener Panel is included on our web site and in our Newsletters, and 5 meetings were held in the period to April 2009.
- B) Quarterly volunteer meetings / socials are being held at which 'frank' discussions are encouraged.
- C) A Guest Book forms part of our web-site.
- D) Regular meetings are held with major stakeholders.
- E) A bi-monthly Newsletter goes out to all volunteers, supporters, Listener Panel members, 220 churches, as well as past and present advertisers.
- F) An update on target outputs has been presented to the bi-monthly Committee Meetings held during the period covered by this report.

1.10 Volunteer inputs

Without the input of volunteers Hope FM would not exist. ALL presenters are volunteers, with even staff members doing so in their own time.

At the end of April 2009 the following positions were being held by volunteers – Production Manager (64 hours per month), 2 Production Assistants (a total of 68 hours a month), 2 System operators (a total of 48 hours a month), and 43 Presenters and Co-Presenters (a total of 532 hours a month, excluding preparation time). All monthly hour calculations are based on a 4 week month.

1.11 Significant achievements

- 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 finance.
- Work placements offered to 15 students and schoolchildren
- Participation in a number of community activities i.e. Christmas Pageant, Rotary Carol Service, International Women's Day, Christchurch Motor Show, AFC Bournemouth football supporters and Boscombe Traders' Market.
- Liberal Democratic Party Conference 2008 – studio interviews, live links and records for future shows with Cabinet Members and MP's.
- Training studios at Winton and near completion of the work at Pokesdown Youth Centre that will include a media training facility.
- The range and number of training events
- Varied range of programming
- Establishing a firm financial base
- Recruitment and training of over 80 volunteers
- Building Bridges between Church and Community
- Getting fully involved with the local community.
- Live 2 hour broadcasts for 7 days, from the New Wine Festival in Somerset.
- Over 350,000 web site hits in the period 27 May 2007 to April 2009.
- An average of 2000 unique visitors a month have been streaming our programmes via the web site.
- Participating in two Community Match days with AFC Bournemouth including pre and post-match interviews with Manager and players.

1.12 Significant difficulties

Do you wish this section to be kept confidential? No

- Not being able to quantify the number of listeners when talking to business contacts.
- The challenge of attracting advertisers.
- Credit Crunch affecting advertising
- Balancing the books
- 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.

1.13 Audience research

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

None has been carried out to date, but in a recent discussion with Bournemouth University their Marketing Department has offered assistance in carrying out quantitative audience research later this year.

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
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Telephone number	01202 569239
Date	22 June 2009

