



Community Radio

Key commitments annual report form and financial reporting guidance notes

Publication date:

April 2009
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

CR109

Station Name

10Radio

Launch Date

21 January 2008

Web address where you will publish this report

www.10radio.org

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

The programme objectives of 10Radio are:

- to provide a wide range of radio listening to include many music genres, chat, discussion and investigation.
- to provide a platform for local organisations, associations and businesses to promote their activities to the local population.
- to provide opportunities for local people to express their views, to explore issues of interest to them through the medium of radio.
- to provide particular opportunities for schoolchildren to make and present radio programmes to fit in with the school curriculum.
- to foster a sense of community and belonging in the Ten Parishes.

* 10Radio will broadcast 50 hours of live programming each week (live programming may include pre-recorded inserts, if applicable). This will mostly take place at weekends and on Fridays. The majority of the output will be locally produced.

* Live output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).

* Daytime music, during the 50 hours of weekly broadcasts, will usually feature traditional & broadly popular musical styles, with a range of specialist music programmes from mid evening. Music broadcast at other times will reflect a wide range of tastes and styles.

* Speech output will include current affairs led programming with some local and national news items, community based interviews, arts discussion & debate, school students magazine, magazine-style programming, sports, comedy, poetry / book readings and we also anticipate that local drama students from the school and others will provide regular material.

* Output will be broadcast mainly in English with some content by members of migrant worker communities either in English or their own native language.

In the period 1 April 2008 to 31 March 2009 10Radio broadcast on average 287 hours of live programmes (i.e. excluding pre-recorded programmes and repeats) every month. Broadcasting took place between 7-9am and in the evenings Monday to Thursday, and throughout the day (with breaks) Friday to Sunday.

In addition to the live broadcast, 10Radio also broadcast some pre-recorded programmes. However the number of hours per month varied enormously with programmes usually pre-recorded when a presenter of a regular slot could not make a live broadcast. We have not recorded these separately but estimate that output ranged from 13 to 14 hours per month.

Approximately 23% of live programmes were speech. In any one week these typically included:

Daily breakfast show (Mon-Sat) - 2 hours

Weekly community show - 3 hours

Weekly green show - 1 hour

Weekly family show - 2 hours

All our speech programmes include some content of music, but their main objective is to communicate the topic as opposed to entertain with music.

In addition to live programmes, we also repeat our programmes either at a different time of day during the week of broadcast, or on later occasions. Repeats total c.80 hours per month.

With little exception, all of 10Radio's programming is made by 10Radio volunteers for sole broadcast by 10Radio. In 2008/09 all broadcasts were made in English.

Outside of our live, pre-recorded and repeat programmes 10Radio broadcasts 24 hrs per day from the sustaining service derived from its own music library.

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

Social gain objectives

* The target community is the currently underserved community of the Ten Parishes. Within this community we will particularly seek to serve underserved community members such as young people aged 16 and under, home workers, house parents, people with specific local interests e.g. sport, environment, history, arts etc., residents and workers in isolated rural locations, employees and owners of local businesses, elderly people and migrant workers domiciled or working within the area.

10Radio is the first radio station to specifically serve the Ten Parishes in Somerset. Its broadcasts are distinctly more local than the commercial offering from Heart FM (was Orchard FM) while the amount of original programming is greater than BBC Somerset Sound. 10Radio has therefore significantly increased the provision of sound broadcasting to everyone in the local community.

Topic specific programmes included local news, local musicians, sport, environment, gardening, arts, politics, international issues, tourism, leisure and almost every other topic.

Furthermore, 10Radio has worked extensively with young people with weekly broadcasts by and for young people being made on Fridays and Saturdays.

Daytime broadcasts covering community issues have found a wide appeal with home based workers, house parents etc etc. The sustaining music mix has also found a regular following with its non-mainstream catalogue of tracks that is free of advertising.

There is, however, still much to be done in further reaching underserved communities. In particular our FM broadcast cannot be received in all of our target area due to the topography of the area. Our internet broadcast helps mitigate this, but lacks the convenience of FM.

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

We will promote:

- Studio discussion on issues involving people with expertise, experience and knowledgeable opinions to express.
- Telephone phone-ins to allow community expression of opinion.
- Talking points where presenters give their considered opinions particular issue.
- Live and recorded public debates.
- Reports on local issues, news and events.
- ‘Vox pops’ for members of the community.
- Off air we will continue to operate the online 10Radio discussion forum.

In 2008/09 10Radio broadcasted a daily breakfast show (2hrs), a weekly community show (3hrs) and, from June 08, a weekly environmental show (1hr). All these programmes report on local news and events, and provide studio discussion and debate with studio guests who are informed and have an expertise in the subject matter.

In June 2008 we installed the capacity to have on-air phone calls. This has been used on occasion, especially by the breakfast and community shows for pre-arranged interviews, but many other presenters have chosen to avoid the challenges that are involved in taking on-air calls.

The purchase of a number of Zoom mics has enabled presenters to record interviews on the street with members of the public, asking them about their views on various issues.

Throughout 2008/09 we have continued to run the 10Radio yahoo group which is open to anyone in the local community. With c.80 members it is the largest online forum in the Ten Parishes and provides an invaluable means for dispersing and sharing information.

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

* We will provide training for up to 50 community members to enable them to make and broadcast programmes of local interest and will train 10 additional regular presenters.

* We will explore the potential to share training events and facilities with other community stations in the area. We will work with local stakeholders to provide vocational qualifications as well as work placement / experience opportunities.

* A separate programme of training will be run by Kingsmead Community School to enable pupils to develop skills etc in the context of the national curriculum using radio as a medium, we will also aim to train 10 additional regular presenters aged 16 or under.

We provide an ongoing programme of training and support for our presenters and technicians. In 08/09 training included a foundation course to introduce new volunteers to 10Radio, and more in depth training in subjects such as Interviewing, writing for radio, recording and editing skills and desk training.

In 2008/09 we provided formal desk training for five people, and recording & interview training for seven people. In addition there was a considerable amount of informal 'on the job' training in which new presenters have been inducted by existing presenters. The numbers have not been recorded, but we estimate that it is probably in the region of 20-25 people. All presenters are members of the local community.

10Radio liaised with other community radio stations in Somerset under the working title of CRISP (Community Radio in Somerset Partnership). We have shared experience and provided advice on setup of other stations, and also received visits from community stations further afield.

We provided two work experience placements linked to local schools.

We ran a module at Somerset College for health and social care students in which they were given radio training as a means of developing their communication and presentation skills.

Kingsmead Community School had c.40 pupils trained and supported to present radio programmes. The programmes included a weekly after school show in which pupils were able to give their perspectives on their day at school and the wider world. The school also took part in the BBC School Report initiative.

Note: 10Radio is entirely resourced by volunteers from the local community. Anyone from the local community who takes part is considered to be a volunteer.

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

* We will continue to develop links with local organisations to provide mutual support and to help promote each others' activities. We will support local enterprises that want to go on air to talk about their products and services.

* We will attract and retain increased numbers of presenters and volunteers from the local community.

* In the longer term (i.e. after Year 1) we aspire to open a remote studio in Milverton and also to purchase equipment to enable us to make outside broadcasts from other parts of the area.

During 2008/09 10Radio developed extensive links with local organisations and has managed to give coverage and exposure for their issues and activities.

The following figures show the types of organisation given coverage by the weekly community show. Coverage by other programmes such as the daily breakfast shows will be additional.

Local Vol Organisations and charities	40
Local Business	36
Statutory organisations	29
Artistic areas	90
Community organisations	40

We have given coverage to many local businesses and enterprises, especially those that are starting up, undertaking major investment or otherwise going through a period of change. Sponsorship of programmes by local businesses also helps raise their profile in the local community.

In the year 2008/09 we had over 60 presenters who hosted a regular (i.e. more than four times in the same slot during the year) show. Some of these presenters were presenting more than one show per week throughout the year. All the presenters and volunteers come from the local community.

In summer 2008 we started operating an outside broadcast unit from a donated caravan. This has enabled us to take our presence to communities in the Ten Parishes.

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

Additional social gain objectives:

- * We hope to encourage on-air exchanges with other community stations in the region to foster understanding and tolerance in the Ten Parishes.
- * Through collaboration with health visitors and the emerging family centre we will aim to promote some programming specifically at young parents.
- * We will aim to continue programmes promoting 'green lifestyles' and continue to operate initiatives such as 'swap shop' and 'liftshare'.
- * We will work with local regeneration partnerships, parish councils other agencies and public bodies as a means of promoting their work and raising awareness of particular initiatives.

10Radio is one of two fully licensed community radio stations in Somerset, Glastonbury FM having started broadcasting earlier in 2009. Further afield there are stations in Exeter, Radstock and Bristol. To date we have not developed on-air exchanges with other stations. However, we have sought to foster understanding and tolerance in the area through interviews and coverage of events that have affected local people such as a racist attack, the experience of a Zimbabwean working in Wiveliscombe, and the perspectives of people who have come to live here from other countries.

We have a good working relationship with BBC Somerset Sound who provide us with daily written new bulletins.

We have given coverage to the new family centre and have promoted their activities. In 2008/09 we did not develop any programming specifically targeted at young parents.

From June 2008 we have broadcast a weekly green programme. This has covered issues such as farmland management, climate change, transition towns, wildlife conservation, recycling and vegetable growing.

We have given extensive coverage to local regeneration initiatives including efforts to restore the Town Hall, the work of the Wiveliscombe Area Partnership, 'Local Action for Rural Communities', and development proposals in Wiveliscombe and Milverton.

1.8 Key commitments: Access and participation

Access and participation

- * We aim to have up to 200 presenters of all ages. Any member of the community will be able to volunteer at 10Radio. We will provide support and training to enable volunteers to achieve their potential and will establish a mentor programme to support new presenters and volunteers.
- * The studio will be located in the centre of Wiveliscombe, the studio reception will maintain an open door policy during live broadcasts.
- * The studio will include a training studio for members of the community to receive training, to practice and to make and edit programmes. Our training equipment will be portable to enable us to provide training at other venues in the Ten Parishes.
- * We will constantly promote our accessibility and the opportunities we offer to community members to access our facilities and receive training.

In the year 2008/09 we had over 60 presenters who hosted a regular (i.e. more than four times in the same slot during the year) show. Some of these presenters were presenting more than one show per week throughout the year. All the presenters and volunteers come from the local community. If one off presenters and school pupils are included then the number most probably exceeds 200.

Any member of the community is able to be trained and supported to present programmes on 10Radio. We have also had residents of surrounding communities become regular presenters, thereby reinforcing the role of Wiveliscombe as a local service hub. New presenters frequently 'buddy-up' with those with more experience.

The studio is located in the centre of Wiveliscombe, next door to the community centre. On Fridays and Saturday mornings, our most active times, we are generally able to maintain an open door policy.

We have a wide range of portable equipment that enables us to provide training in other locations. We have also built an outside broadcast caravan that is equipped with a fully functional studio.

We publish a bi-monthly newsletter which is distributed throughout the Ten Parishes and promotes the opportunities available at 10Radio. We also promote our work via the Wivey Messenger and parish magazines.

1.9 Key commitments: Accountability to the target community

Accountability to the target community

- * Membership of the Company will be open to anyone living, working, training or being educated in the Ten Parishes. It will also be open to anyone sharing the interests of the above. The members of the company will elect the Directors of 10Radio and will be entitled to attend and speak at the regular Board meetings. Meetings will be publicly advertised, online and via the radio and, where facilities are available, will be held in all the Ten Parishes at various times.
- * 10Radio maintains a website (www.10radio.org) and an online forum which is open to any member of the local community and encourages debate about all matters relating to the station (and more).
- * We will establish a quarterly listeners' panel that will seek views on how 10Radio is run and report recommendations to the Board. We will also conduct an annual survey to attract local views on how we are doing.
- * We will maintain a visitors' book and have a published complaints procedure.
- * We will hold an annual general meeting and produce an annual report of the company.

Our membership is open to anyone in the Ten Parishes, as defined above, and costs only £1. The Directors were elected by the membership at the AGM in April 2008. We also maintain a 'Friends of 10Radio' scheme by which local people can become financial supporters of the station.

The Directors held monthly (bi-monthly from June) board meetings which were open to anyone to attend. Meetings were publicised via the 10Radio forum. All meetings were held in Wiveliscombe in the Ten Parishes.

From July 2008 we started holding bi-monthly open meetings which were more extensively publicised and run in order to allow anyone attending to raise issues and pose questions to the Directors and presenters. These have proved popular, regularly attracting 30-40 people and have proved a valuable means of encouraging wider debate about 10Radio's operations. These meetings took the place of the listener's panel. See section 1.13 for details of our annual survey.

The 10Radio website was maintained throughout the period. It was significantly upgraded in June 2008 with presenters able to edit their own programme's pages. The website includes a detailed schedule of our broadcasts and streaming of our broadcast. The online forum is separately operated but is open to anyone interested in 10Radio and is a valuable means of communication between its 90 members.

A visitors book is maintained in the studio and programme guests encouraged to sign it. Feedback has been universally good.

Our complaints procedure is available on the 10Radio website.

Volunteer inputs (see guidance notes on page 2)

With the exception of the part-time Development Manager (appointed July 2008 and funded by the Community Radio Fund) and payment to some trainers, everyone involved in 10Radio is a volunteer. Thus all the administration, finances, programming, presenting, editing, studio management etc etc is done by volunteers.

Estimated numbers of volunteers in 2008/09 were as follows (note that there is some cross-over with individuals appearing in more than one category):

Presenters: 80

Programme support: 10

Directors: 10

Studio and admin volunteers: 7

Technical: 6

Number of estimated volunteer hours per month varied from 2 to 20. We estimate that total volunteer hours exceed 4,800 in 2008/09.

Without the work of volunteers 10Radio would not exist.

1.10 Significant achievements

1. We got on air within one year of the offer of a licence from Ofcom. This was achieved almost entirely with volunteer effort. Radio professionals (e.g. from BBC) have complemented us on the quality of our studio.
2. We are widely recognised in the community as a valuable means of disseminating information. 10Radio now helps define the local area and is quoted as one of its distinguishing features that set it apart from many other rural areas.
3. We are successfully recruiting new volunteers from other organisations and groups who recognise the value of radio as a means of promoting their activities and interests.
4. The Mon-Fri Breakfast Show has presented a 2-hour programme every weekday, including Christmas Day, since we went on air.
5. We have played music by many local bands, had live music performed in the studio (including a Christmas Song sung by a local folk singer and our MP) and covered local elections.
6. We have included outside broadcast interviews from across the 10 parishes area and conducted telephone interviews with people around the world (including a live interview from Uganda).
7. We include regular news and weather bulletins on every breakfast programme, which are based in part on a news feed from BBC Somerset. But we do not rely on this. We research our own news, especially local news, using a multitude of sources. We are working on the establishment of a network of village correspondents to increase our local news-gathering capability.
8. When we started broadcasting, some people thought that it would be impossible to sustain such a demanding schedule. We have done this, and the Breakfast Programme is now one of the bedrocks of 10Radio's success.
9. We are almost entirely self financing. Our operating costs are well below (about one third) of the sector average.
10. We have an outside broadcast caravan which is taking the 10Radio brand throughout the area.
11. Service Level Agreement with Somerset Waste Partnership promoting waste reduction measures.
12. Significant fund raisers in the form of an auction of promises and a 24 hour radio-a-thon.
13. Launch of our bi-monthly newsletter.
14. Refresh of visual identity.
15. Receiving a substantial donation from the other side of the world.
16. The quality of all our programmes, and especially the inspiring youth programmes.
17. Broadcasting live music from the studio.
18. Finding out that people we've never heard of in places we've never heard of are tuning in on a regular basis.

1.11 Significant difficulties

Do you wish this section to be kept confidential? No

1. Reception is patchy in parts of the area due to the topography. Technical solutions may exist but the cost (e.g. of ISDN line to a transmitter located on a distant hill) is likely to be too high for us to afford.
2. Our premises are already proving too small and do not have sufficient visibility.
3. Our reliance on volunteer time, whilst a strength in many respects, is also a weakness and leaves us vulnerable to key people leaving. It also constrains our ability to develop and grow.
4. In a rural area with a low density of population our ability to sell products is limited.
5. Grant funding whilst not entirely absent in rural areas, is much harder to secure than in urban areas with high levels of deprivation.
6. Time spent on monitoring reports for organisations we have to pay fees to take up a lot of valuable volunteer time!

1.12 Audience research

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

Our main piece of research was conducted in November 2008 with a postal survey. We sampled 8% of the overall 10 Parish households. 75% of respondents expressed broad support for the concept of a community radio station, and 40% said they listened at least occasionally. Additionally, 40% of those non-listeners were aware of 10Radio.


In addition we hold bi-monthly public forums at which we invite the views and opinions of those attending.

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

Julian Mellor

Position

Chair

Station

10Radio

Email address **julian@10radio.org**

Telephone number **01984 624 137 (studio number)**

Date

25 June 2009

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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