



Community Radio

Key commitments annual report form

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Issue 6

Contents

	Section	Page
1	Community Radio Annual Report Form	1
2	Declaration	9
3	Checklist	10

Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 December 2011

Station details

Licence Number

CR163

Station Name

Bolton FM

Launch Date

20/06/09

Web address where you will publish this report

www.boltonfm.com from early April.

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	108
Average number of original programming hours per week (this may include pre-recorded and live material but should not include repeats).	133
The percentage of your live daytime output that is speech	31%
Number of people trained during the year	38
Number of volunteers involved during the year	76
Total volunteer hours per week	304
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: January 2011 to December 2011

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Daytime output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). 	✓	
<ul style="list-style-type: none"> Music output will comprise a range of styles including folk, jazz, brass, classical, country, rock, soul, reggae; mainstream music from the 1950s to the present; contemporary local electronic/dance/mc; contemporary local electronic/dance/mc; Asian, African, West Indian and other BME both contemporary & traditional and also local music. 	✓	
<ul style="list-style-type: none"> Speech output will include interviews and guests, panels/ discussion, news or news related programming, phone ins, documentaries and drama/ arts. 	✓	
<ul style="list-style-type: none"> The majority of output will be in English, with programming in other community languages dependent on community demand and the availability of volunteers. 	✓	
<ul style="list-style-type: none"> The service will typically be live for at least 8 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):

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"> The station will serve the people of Bolton, with particular consideration for older people, BME groups, schools and youth groups, social housing residents, people with disabilities and those in deprived communities. 	✓	
(b) The facilitation of discussion and the expression of opinion		
<ul style="list-style-type: none"> Bolton FM will provide a wide range of speech - based programmes encouraging active participation at all levels. Open debate and discussion will be encouraged during these shows and guests from the community will be represented on discussion panels. Programmes will be made by and for local people and the agenda will be set by the programme makers themselves. 	✓	
(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"> Training will be made available and accessible to any individual or group seeking to be involved in Bolton FM. Training will cover radio skills and other topics relevant to community broadcasting. Bolton FM 	✓	

will train around 60 volunteers each year. Training will be offered onsite and also taken out to various community locations. There will be a skills audit for all volunteers and they will be supported to take up opportunities, encouraging progression wherever possible.		
<ul style="list-style-type: none"> Bolton FM will offer 8 work experience placements per year on a regular rotating scheme. Training and development opportunities will also be made available to Bolton FM's listeners through educational programming. 	✓	
(d) The better understanding of the particular community and the strengthening of the links within it		
<ul style="list-style-type: none"> Bolton FM will publicise cross-community events and will endeavour to have an active presence at such events. 	✓	
<ul style="list-style-type: none"> Cross-community programming will highlight events and initiatives which aim to increase social cohesion and break down barriers. The service will not only air issues of importance raised by individuals, but will also connect them to the available bodies to help address their issues. 	✓	
Additional Social Gain objectives (if any are specified in your licence).		
<ul style="list-style-type: none"> Bolton FM will provide relevant information on local services and access to them. It will provide on-air information and guidance about enterprise development. It intends developing programming with agencies dealing with employment, training and signposting and will also provide referral and signposting to such organisations. 	✓	
<ul style="list-style-type: none"> Bolton FM will provide positive images and representation of diverse communities, and will raise awareness of the positive contribution made by members of diverse communities including migrants, disabled people, older people and younger people. Bolton FM will seek to raise cultural awareness via cultural programming and community language shows, as well as informed discussion on mainstream magazine shows. 	✓	
<ul style="list-style-type: none"> Bolton FM will also actively promote volunteering on air and celebrate the achievements of those who actively contribute to community life in Bolton, encouraging further participation and promoting opportunities for involvement. 	✓	

Explanatory notes re non-delivery (if applicable):

1.4.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

Following cuts to grant funding, and the reluctance of the private sector to engage in advertising, Bolton FM moved to a volunteer led and run organisation to ensure the sustainability and survival of the station.

This limited the number of new volunteers we have been able to train to 38; the requirement to have CRB checks in place to work with children and young adults below the age of 18 has also had an impact as we have had to turn away applications from people in these ages groups because we are unable to guarantee the availability of CRB checked volunteers.

1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Bolton FM will have a programme of regular publicity and outreach work to ensure that members of its target communities are aware of the opportunities available. 	✓	
<ul style="list-style-type: none"> The station will involve at least 60 volunteers a year and aims to recruit from all sections of the target community reflecting the ethnicity of the Bolton area. 	✓	
<ul style="list-style-type: none"> Bolton FM will provide training for 10 programming teams that will support and develop the station's broadcast schedule. 		✗
<ul style="list-style-type: none"> The station will encourage representatives from diverse community organisations and interested individuals to join the Bolton FM steering group. 	✓	

Explanatory notes re non-delivery (if applicable):

1.5. Bolton FM will provide training for 10 programming teams that will support and develop the station's broadcast schedule.

We ensure that all our volunteer presenters are supported appropriately with, for cost purposes, most producing their own shows. Three formal production teams are in place for our sports, current affairs and faith based shows.

Informal support networks exist between presenters of specialist and branded shows like "Bolton FM's Release", but we are moving towards more formally arranged production teams once appropriate volunteers have been identified and trained in order to maintain and improve our broadcasting standards.

1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Board members will be elected by the wider Bolton FM membership at the AGM. There will be a regular rotation of Board members with on-going training, development, mentoring and support provided for new board members. 	✓	
<ul style="list-style-type: none"> Bolton FM will encourage representatives from diverse community organisations and interested individuals to join the Bolton FM steering group. The steering group will ensure that Bolton FM is relevant and accountable to its target audience both in terms of broadcast output and the off-air resources and opportunities offered. 	✓	
<ul style="list-style-type: none"> The steering group meets quarterly, feeding back opinion and information directly to the Bolton FM board. The terms of reference and membership of this group will be reviewed regularly to ensure that they are appropriate. Where feedback cannot be acted upon, this will be reported back to the steering group by the Chair. 		✗

<ul style="list-style-type: none"> Open meetings will be held regularly for all Bolton FM volunteers to have their say and be kept informed of issues. Issues raised by volunteers will be fed back directly to the board by the station manager. 	✓	
<ul style="list-style-type: none"> Listener feedback will be pro-actively sought on-air and via the website or through direct contact with the station staff and volunteers. An annual public questionnaire will be issued and widely distributed via publication in local media. The station will aim to make the questionnaire, other important publications and on-air broadcast campaigns available in the most common community languages of Bolton. 	✓	
<ul style="list-style-type: none"> The station will produce an annual report 	✓	
<ul style="list-style-type: none"> The station will have a published complaints procedure. 	✓	

Explanatory notes re non-delivery (if applicable):

1.6 The steering group meets quarterly, feeding back opinion and information directly to the Bolton FM board. The terms of reference and membership of this group will be reviewed regularly to ensure that they are appropriate. Where feedback cannot be acted upon, this will be reported back to the steering group by the Chair.

An attempt to reconstitute the steering group during this reporting period stalled following the resignation of the steering group chair and an inability to attract enough volunteers to make the steering group viable, another consequence of a volunteer staffed organisation.

The current process of reflecting the views of our listeners and wider membership of Bolton FM is through regular volunteer meetings and two members of the Board elected to ensure that the station is relevant and accountable to its target audience in terms of broadcast output and off-air opportunities offered. There is no doubt that the current economic straits is affecting our ability to reconstitute the Steering Group on a monthly basis.

1.7 Volunteer inputs (see guidance notes on page 2)

Seventy six (76) volunteers have been involved in Bolton FM's success over the reporting period giving, on average, a four hours a week commitment to the station.

As a fully volunteer led and run organisation volunteers fill the following roles:

- Board Members*
- Executive Group Members*
- Day to Day Management*
- Business Support (Reception, Office Administration, Cleaning)*
- Presenters*
- Producers*

- *Sales / Marketing / Publicity*
- *Roadshows / Outside Broadcasts*

Although being a volunteer run organisation is beneficial to our bottom line it impacts on our ability to structure ourselves to achieve and exceed all of our objectives and targets.

1.8 Significant achievements

That we continue to survive in the throes of the current economic downturn and achieve what we have, given the resources available to us in this reporting period, means that we continue to consider this our most significant success.

The continuing recognition of Bolton FM by the civic leaders of Bolton, means Bolton FM, is embedded in the civic life of the town. We are seen as playing a major role in promoting Bolton Council's joint strategies of: social cohesion; social inclusiveness; and the development of self-esteem and community pride.

The three local MPs recognise the station as a powerful medium with which to communicate with their constituents and electorate. In addition, the level of relationships we have established with organisations like Bolton Council, Bolton at Home, Bolton College and local and national charities ensure that we are deeply involved in activities centred on the town.

The successful delivery of Bolton's Civic calendar in 2011 is demonstrated by the following events: :

- *The Bolton One Race at The Reebok Stadium*
- *Respect Me Respect You, two day event*
- *Operation Sherry in partnership with Greater Manchester Police and Bolton Council*
- *Local Elections 2011*
- *Armed Forces Day*
- *Bolton Council's Firework display which attracted 10-12,000 people.*

We have also won a number of awards in the reporting period

- *Being voted "the UK's Best Loved Radio Station" by the business-to-business network "Best Of", for the second consecutive year.*
- *Winner of the Community Business of the Year for 2011 across Bolton and Bury.*

1.9 Significant difficulties

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

Bolton FM continues to face some significant challenges

Bolton FM's financial position, and the current economic climate, is a significant barrier to our continuing development. . Funding from the Council remains tenuous following Government spending cuts while revenue from the private sector is still difficult. This means that finances at the station are significantly squeezed and stretched.

Another significant difficulty is the topography and twin-centric nature of the town. Bolton FM has a major role to play in promoting and communicating the Council's strategies that cover social cohesion, social inclusiveness and the development of self-esteem and community pride. Unfortunately, some 60,000 people continue to be excluded and unengaged and therefore do not receive the communication through Bolton FM, in a timely manner, further limiting their ability to participate in shaping statutory services and policies that impact upon their lives.

A further difficulty we have experienced is successfully bringing through volunteers from under represented groups at the station, while initial engagement is good there seems to be reluctance from some to undertake the necessary training to reach the level Bolton FM feels it needs to present on-air. Volunteer retention is also difficult, especially with our younger volunteers moving on to college and university.

1.10 Audience research

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

We wish to undertake audience research completely and comprehensively, however budget constraints mean that this is not currently possible. However, listener feedback is sought on-air, through the website, social media platforms and direct contact with station staff and volunteers.

We receive very positive responses on events that we promote on-air which indicates our listening audience is both growing and loyal to the brand. We have sought feedback through Bolton Scene a local Council publication which is delivered to 98% of households in Bolton.

We conduct informal straw polls amongst the audience at all our Roadshows and outreach activities

Through these collation methods we believe that our peak listening audience is some

15,000 people.

We intend to substantiate our audience perception levels as soon as we are financially able to do so. We see this information as essential to our ongoing development.

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

Dr. Andrew Dickson

Position

Chairman

Station

Bolton FM

Email address

andrewdickson4@sky.com

Telephone number

01204 375408

Date

27 March 2012

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 30 March 2012.

January 2012 – Issue 6