

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR000163

Station Name

Bolton FM

Launch Date

20/06/2009

Web address where you will publish this report.

www.boltonfm.com

When will the report be published / available to view?

Available after 9th April 2014

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)	96
Average number of original programming hours per week (original material includes live plus pre-recorded material, but does not include repeats or automated output). [This figure cannot be less than the station's live hours alone]	133
The percentage of your daytime output that is speech	34%
Total number of people trained during the year	39
Total number of volunteers involved during the year	97
Total number of volunteer hours per week	340
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 2013

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Daytime output typically comprises 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). 	✓	
<ul style="list-style-type: none"> Music output comprises a range of styles such as 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 and traditional, and also local music. 	✓	
<ul style="list-style-type: none"> Speech output includes 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 is 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 broadcasts original output for at least 8 hours per day. The majority of the output is locally produced. 	✓	

Explanatory notes re non-delivery (if applicable):

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1.4 Key commitments: Social gain and other commitments

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> The station serves the people of Bolton, with particular consideration for older people, BME groups, schools and youth groups, people with disabilities and those in deprived communities. 	✓	
<ul style="list-style-type: none"> Bolton FM provides a wide range of speech-based programmes encouraging active participation at all levels. Open debate and discussion is encouraged during these shows and guests from the community are represented on discussion panels. Programmes are made by and for local people and the agenda is set by the programme makers themselves. 	✓	

<ul style="list-style-type: none"> • Training is made available and accessible to any individual or group seeking to be involved in Bolton FM. Training covers radio skills and other topics relevant to community broadcasting. Bolton FM trains a minimum of 10 volunteers each year. Training is offered onsite and also taken out to various community locations. Volunteers are supported to take up opportunities, encouraging progression wherever possible. 	✓	
<ul style="list-style-type: none"> • Bolton FM offers 8 work experience placements per year on a regular rotating scheme. Training and development opportunities are also made available to Bolton FM's listeners through educational programming. 	✓	
<ul style="list-style-type: none"> • Bolton FM publicises cross-community events and endeavours to have an active presence at such events. 	✓	
<ul style="list-style-type: none"> • Bolton FM provides relevant information on local services and access to them. Cross-community programming highlights events and initiatives aiming to increase social cohesion and break down barriers. The service not only airs issues of importance raised by individuals, but also connects them to the available bodies to help address their issues. 	✓	
<ul style="list-style-type: none"> • Bolton FM provides positive images and representation of diverse communities, and raises awareness of the positive contribution made by members of diverse communities including migrants, disabled people, older people and younger people. Bolton FM raises cultural awareness via cultural programming and community language shows, as well as informed discussion on mainstream magazine shows. 	✓	

Explanatory notes re non-delivery (if applicable):

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1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> • Bolton FM actively promotes volunteering on air and celebrates the achievements of those who actively contribute to community life in Bolton, encouraging further participation and promoting opportunities for involvement. 	✓	
<ul style="list-style-type: none"> • The station involves 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 provides the necessary training to establish programming teams that will support and develop the stations broadcast schedule. 	✓	

Explanatory notes re non-delivery (if applicable):

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1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Board members are elected by the wider Bolton FM membership at the AGM. There is 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 encourages representatives from diverse community organisations and interested individuals to join Bolton FM's Board. The Board ensures 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 Board of Bolton FM has appointed two Directors with the responsibility of liaising with volunteers and feeding back opinion and information to the Board. The Board will review the feedback ensuring it is appropriately acted on. Where feedback cannot be acted on this will be reported back to the volunteers by the Chair. 	✓	
<ul style="list-style-type: none"> Open meetings are held regularly for all Bolton FM volunteers to have their say and be kept informed of issues. Issues raised by volunteers are fed back directly to the board by the station manager. 	✓	
<ul style="list-style-type: none"> Listener feedback is sought on-air and via the website and through direct contact with the station staff and volunteers. An annual public questionnaire is issued. The station makes 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 produces an annual report 	✓	
<ul style="list-style-type: none"> The station has a published complaints procedure. 	✓	

Explanatory notes re non-delivery (if applicable):

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1.7 Volunteer inputs

Please provide details of the contribution made by volunteers to the station and its operation of the station, such as:

- The approximate number of hours worked on average per volunteer per week.

- Any other information to help Ofcom understand the input of volunteers to the station.

Ninety Seven (97) volunteers have been involved in our success during the reporting period giving, on average, three and a half hours a week commitment to the station.

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

1.8 Significant achievements

That we continue to thrive in the current economic climate and achieve our targets given the resources available to us, means we consider this once again to be one of our most significant successes. It is clear to us that we are increasingly perceived by our listeners as adding value to their lives and our town.

We are seen as playing a major role in promoting Bolton Council's strategies of: social inclusion; social cohesion and the development of self-esteem and Community pride. We continue to provide information across a wide range of subjects to keep our listeners up to date with what is happening locally and nationally. We also support events that the people of Bolton want to see.

- 350 – 400 interviews per year across a wide range of subjects with both national and local personalities.
- "The Passion Play", a faith based public performance
- Winning the 'Best of' business network's Most Loved radio station for the third year running.
- Adult Learners Week
- Armed Forces Day

Bolton's three MPs, Bolton Council's Executive Members, the Leader of the Council and the town's Mayor continue to recognise the station as a powerful means to engage with the town. We continue to have well established relationships with

organisations like Bolton Council, Bolton at Home, Bolton Clinical Commissioning Group, Bolton College, Greater Manchester Fire Service, Greater Manchester Police and local businesses. These relationships are the basis of how we deliver value to the town of Bolton

We continue to demonstrate how community radio positively impacts the lives of people in Bolton. First, through raising the profile and awareness of local and national charities and community groups. Secondly, many of our volunteers move on to Further Education or employment as a result of volunteering and training with Bolton FM. During the reporting period a number of our volunteers moved on from the station into paid jobs in radio. Other volunteers managed to secure permanent jobs with other companies following their time with the station.

1.9 Significant difficulties

	YES	NO
Do you wish this section to be kept confidential?	X	
A significant difficulty is the topography and twin-centric nature of Bolton. At the moment we are unable to reach a significant percentage of our listeners within our TSA. This situation limits the financial opportunities available to Bolton FM. We intend to work with OFCOM to see if it is possible to improve our coverage and therefore strengthen our financial position..		

1.10 Audience research

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

We wish to undertake comprehensive audience research; however the cost of an annual RAJAR survey remains prohibitive. However, we do seek listener feedback on-air, through social media, our website and direct contact with station staff and volunteers.

We also complete audience research using our volunteers when we are at local events.

We are confident that the University of Bolton will complete a project that will provide us with audience research. This combined with the other methodologies we currently use will give us a more accurate view of our listening audience


We receive very positive responses from events we promote on-air, and this

suggests that our listening audience is both loyal and growing.

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	Andrew Dickson
Position	Chairman
Station	Bolton FM
Email address	Boltonfm.com
Telephone number	01204375408
Date	28/04/14

Section 3

Checklist

Please ensure that you have done the following:

- Read the Annual Report 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 9 April 2014.

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