

Section 1

Key commitments Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 December 2013

Station details

Licence Number

CR024

Station Name

Wythenshawe FM

Launch Date

01/01/06

Web address where you will publish this report. [Please say if the report has already been published, and if not, when it will be]

www.wfmradio.org

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 hours
Average number of original programming hours per week (original material includes pre-recorded and live material but does not include repeats or automated or voice tracked).	99 hours
The percentage of your daytime output that is speech	20%
Total number of people trained during the year	44
Total number of volunteers involved during the year	106
Total volunteer hours per week	250
If appropriate, a list of languages you have broadcast	English

Please indicate whether your station key commitments have been delivered during the reporting period: 1 January to 31 December 2012

1.3 Key commitments: programming

Key commitment delivery	YES	NO
Output will comprise a varied schedule offering a broad music-based service with community news and discussion in daytime on weekdays, with specialist music output in the evenings and at weekends	Yes	
<ul style="list-style-type: none"> Output will typically comprise 80% music and 20% speech. The station is aiming to increase speech content to 30% over the licence period. ('Speech' excludes advertising, programme/promotional trails and sponsor credits). 	Yes	
<ul style="list-style-type: none"> The music output shall comprise a broad mix of chart and oldies in weekday daytimes and specialist output at other times. Specialist music genres will include: Rock, Modern African, Punk Rock, Funk/Soul, Northern Soul, Reggae, Garage, R'n'B, Hip Hop, House, Drum n Bass, Country, Latin, Gospel, Ambient, Jazz, Dancehall, Classical, Soul, Traditional African, Irish and world music. The station will broadcast new music from the local community, subject to availability. 	Yes	
<ul style="list-style-type: none"> Speech output will include local and community news, features, interviews and discussion on a wide variety of issues that affect the locality, and a soap opera produced by the community. 	Yes	
<ul style="list-style-type: none"> The output will typically be live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable). 		No

Explanatory notes re non-delivery (if applicable):

Sunday we only broadcast live from 9-5pm because of the opening times at the centre where we broadcast from.

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 is community-focused and caters for a community which feels underserved by existing broadcasters. Wythenshawe is an area of serious multiple disadvantage and has a strong sense of identity. 	Yes	
(b) The facilitation of discussion and the expression of opinion		
<ul style="list-style-type: none"> Programming will encourage participation via phone-ins in debates and discussion programming. Guests will be a regular feature discussing issues that matter to the community. The service will be a platform for the local community. 	Yes	
(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"> The station will offer opportunities and training for the whole community, including broadcast related courses and taster courses, promoting courses with other training agencies and schools, and offering opportunities with other community projects. 	Yes	
<ul style="list-style-type: none"> The station will host open days to attract interest in training from the community. 		No
(d) The better understanding of the particular community and the strengthening of the links within it		
<ul style="list-style-type: none"> The station will adopt an open door policy. It aims to develop closer ties with other community organisations such as Wythenshawe Regeneration Team, South Manchester Primary Care 	Yes	

Trust, whilst encouraging volunteer participation from the whole community.		
---	--	--

Explanatory notes re non-delivery (if applicable):

1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
Wythenshawe FM will:		
• Offer taster courses in a range of training and skills	Yes	
• Offer a range of training courses	Yes	
• Develop a work experience scheme to enable work experience placements	Yes	
• Train up to 30 volunteers per year in a range of skills	Yes	
• Mentor volunteers to assist in development	Yes	
• Host 3 open days per year		No
• Provide of platform to promote other community organisations	Yes	

Explanatory notes re non-delivery (if applicable):

We haven't done any station open days this year, partly because of site access, but are looking to team up with Manchester College and continue to work with Job Centre Plus and tie in with their 'Get Hired' open days. This will work really well because we are based in a Manchester College building.

1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
Wythenshawe FM will actively encourage feedback and comment regarding the service by methods such as the following examples:		
• The Friends of WFM, a group of volunteers, listeners and community representatives		No
• Establish local steering groups of listeners that report back to the main steering group	Yes	
• The main steering group shall consist of a varied membership: 2 staff members, 2 statutory group members, 2 community group representatives, 4 listeners and 2	Yes	

volunteers		
• Hold two public meetings per annum	Yes	
• Ensure regular meeting with the volunteers	Yes	
• Undertake surveys of the community		No

Explanatory notes re non-delivery (if applicable):

Friends of WFM stopped meeting in 2010 but all such contacts are included in mailings even if they are not active radio volunteers.

WFM in 2013 did not have the resources or capacity to conduct any surveys in the community.

1.7 Volunteer inputs (see guidance notes)

The average is 250 hours per week including 1 hour preparation time for each hour broadcast and other activities.

- Produce and present shows
- Manage studio and production area when paid staff are unavailable
- Volunteers manage a news / feature package team
- Create and update on a regular basis the WFM website
- Update Facebook and Twitter on a regular basis
- Manage outside broadcasts and events
- Create the WFM playlist and update music
- Help with WFM training courses
- Support and mentor other volunteers
- Manage WFM fundraising events

Recognition of volunteer hours is included prominently in the Annual Report and Accounts for the first year of trading as an independent Charity (1 June 2011-31 May 2012) which includes part of the period of this report.

This suggests around two-thirds of value of our activity arises from volunteer hours.

1.8 Significant achievements

- Movember focus month broadcast with Healthy Living Network - Broadcast
- Volunteer run news team / features - Broadcast
- Christmas Lights Switch on stage in Northenden shopping village – Live event
- Outside broadcast at Woodhouse Park lifestyle Centre to promote international womens day – Live event
- Lifestyle united event- Live event
- Get hired events at Wythenshawe Forum - Broadcast
- Domestic abuse awareness programme – Broadcast

- Manchester Day Parade – Broadcast and pre-recorded packages
- Features and news and participation throughout Wythenshawe Games
- Special Christmas/New Year packages from archives including creative writing season, community singing, special features.
- Christmas radio nativity play in modern day Wythenshawe
- Broadcast crime reduction adverts for GMP
- Outside broadcast at Woodhouse park family centre for community fun day
- Development and launch of new stakeholder model for sustaining the station.

1.9 Significant difficulties

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

The most significant difficulty has been the withdrawal of local authority funding at the end of June 2012. Wythenshawe Community Media were not successful in securing a grant under a completely new funding regime, based on Cultural criteria rather than neighbourhoods or training or community development criteria.

This difficulty was largely overcome, for the time being, by recruitment of stakeholders including the two housing trusts, the Forum trust, Manchester City Council on a small grants basis, The Manchester College (largely in kind), and continued support from advertisers, partners, UHSM (Wythenshawe Hospital), Salford University and others. The stakeholder group will be extended.

There is still a requirement to build the Board of Trustees numerically and in terms of key skills and level of commitment and application; and there is a similar requirement to reorganise and grow the staff team to respond flexibly to workload and available budget.

1.10 Audience research

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

No audience research done in 2012 but did receive report from Radio Regen in April on surveys completed December 2011.

This research – as 2010 – showed around 20% of Wythenshawe residents in the regular listener category requiring a minimum of two occasions listening in the previous month.

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


Kath Forden Electronic signature, used by Chris Paul with authorisation 26 March 2013

Name

Kath Forden

Position

Chair of the Board

Station

Wythenshawe FM 97.2

Email address

Kath is registered blind so c/o Chief Executive Chris Paul cllr.c.paul@manchester.gov.uk

Telephone number

Kath: Mobile 07880982198 Home 0161 613 2493; CP: M 07962 802 648 H 0161 860 5842

Date

26 March 2013

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

Annual report forms must be returned to Ofcom by Wednesday 3 April 2013.

January 2013 – Issue 7