



## **Community Radio**

Key commitments annual report form

Publication date: March 2011  
Issue 5

# Contents

Section

Page

## Section 1

# 1 Community Radio Annual Report Form

.1 Community Radio Annual Report Form: Year Ending 31 March 2010

### Station details

#### Licence Number

CR 119

#### Station Name

SWINDON 105.5 (registered as Community Radio Swindon)

#### Launch Date

15<sup>th</sup> March 2008

#### Web address where you will publish this report

Station Web Site

***PLEASE NOTE: Each section can be expanded to take as much information as you need to provide.***

## .2 The year in numbers

<b>Please specify the station's achievements in the 10/11 year in numbers as follows:</b>	
Average number of live hours <b>per week</b>	[65]
Average number of original programming hours <b>per week</b> (this may include pre-recorded as well as live material but should not include repeats).	[85]
The percentage of your live daytime output that is speech	[45%]
Number of people trained over the course of <b>the year</b>	78 (+ 22 work experience of 1 to 3 weeks each)
Number of volunteers involved over the course of <b>the year</b>	145
If appropriate, a list of languages you have broadcast in	English Occasional programme guests have spoken with interpreters. (from Portugal, France, Chernobyl, Brazil)

*(Please also include this information in the following sections where relevant)*

## .3 Key commitments: Programming

--

*[Report back on your key commitments in relation to programming achievements over the past year here.]*

Achievements include:-

**MUSIC TO SPEECH DAYTIME RATIO**  
Over target (40%) 46% speech 54% music

**DIVERSITY OF MUSIC**  
Remains on track with increase in local music

**NEWS**  
National hourly news, 24 hours a day  
Local news: integrated across programmes

**DISCUSSION and DEBATES**  
Continue and now included in morning programmes 9-10am

**DOCUMENTARIES and FEATURES**  
Subjects covered include such as:-  
- A visit to Eurodisney with local children on a music trip (they performed at Disney and in a French church).

- Asian Women's Association in Swindon
- Refugee Week
  
- Football in the community
- work at Threshold Housing (for homeless people)
- locally written plays

**PROGRAMMES IN ENGLISH**

This enables ethnic communities to reach/not exclude the wider community of Swindon. Several ethnic groups have broadcast their own programmes. Some guests have spoken briefly in their own language and with an interpreter.

**LOCALLY PRODUCED PROGRAMMES**

During the reporting period **all** programmes were produced locally. Hours: we average or exceed the stated 12 hours per day. Music and station announcements are broadcast 2am-7am each day.

**.4 Key commitments: Social gain objectives**

*[report back against your key commitments here]*

**ACCESSIBLE**

The Station has proudly developed its accessibility by moving to larger premises and enabling more people to become involved in the station of all abilities.

Visits and courses have been run for people from all walks of life across the Borough.

This led during the year to programmes produced and presented by people with visual impairment, the start of new engagement with other areas of Swindon, Police, unemployed people, young people, and identifying areas to establish small studio facilities for running by a local team for specific neighbourhoods.

**TRAINING and ENGAGEMENT**

This is available and provided to regular volunteers, work experience placements (through schools and colleges), to unemployed people of specific length projects such as through BTCV an organisation who take placements from Job Centre Plus for up to 13 weeks per person.

Also provided to small groups, community representatives.

Dedicated courses on: Introduction to Radio, Presentation, Production, Studio Tech Op'ing, Using The Media are open to any member of the community

**FACILITATION OF DISCUSSION AND EXPRESSION OF OPINION**

During the year two morning hours (9-10am) and one (10-11am) have been broadcasting

live programmes of topical and local discussion with guests from Local Authority, businesses and community interests

One Board member has been involved in developing and producing a weekly programme featuring a different culture and country each week.

One Board member has made steps to engage with the MEP for the South West on funding for more programming and training with European links.

#### THE BROADCASTING CODE OF PRACTICE

This is followed at all times. Volunteers are taught this and the Station's own policies, as part of their training. On-going monitoring.

#### PROVISION OF EDUCATION OR TRAINING

Examples of work in this area include such as:-

During the reporting year, the station has enabled 22 young people from local school to gain work experience of between 1 and 3 weeks. (*beyond our original commitment*)

+

“apprentices” from local schools who came in weekly for 2 terms in the transition period to going to New College (and each won awards from the college for their work with us)

We ran 2 specific workshops for community organisation leaders.

Shaw Trust: a representative was trained in producing podcasts to example their work on their website.

Swindon Library Service: two representatives were taught how to interview older people in order to capture stories and experiences.

Booth House: training a key worker with the Salvation Army and also with 4 young trainees and 2 residents.

Brookfield School: a project with a class where some bullying was taking place; we focussed on the Victorian Period children were studying and also invited Dr Barnardo to come to Swindon to visit the children for question and answer session. The one-hour programme was subsequently broadcast twice.

Lawns Primary School: two one-hour programmes produced and broadcast with content recorded and presented by the children. One a Christmas music event in a local church, one planning and presenting their own wedding event (inspired by the Royal Wedding).

Lainesmead School team won the annual schools road safety competition and came to present a one-hour programme about the knowledge, school activities, international links and played music



Two Toothill Scouts are Station Reporters for the first Toothill Community Fair Day and produce some great interviews (pictured with ex Mayor of Swindon)

Workshops (some examples of work during the year):-

Through Voluntary Action Swindon

We ran 2 x 8-week courses, reaching 14 representatives of local community organisations in promoting themselves more effectively, how to engage with the Local Authority, Councillors, MPs, write press releases, take part in and conduct an interviews, use the Media. This produced effective results in each case.

Ethnic Groups

Programme during the year has featured such as:-

Black History week ( live programmes each day with different cultural representatives telling their stories)

- Refugee Week (a story a day from people who have made their homes in Swindon)
- A weekly young people's programme presented by a Gambian student (6 weeks)
- Weekly, ongoing, Caribbean music programme with occasional local guests, presented by local Caribbean bus driver
- Latin American programme, weekly. Presented by two South American males
- Christmas programme produced by 6 school students with us for 2 weeks – on Caribbean, Polish and traditional English Christmas traditions with interviews and music
- Weekly Black Music programme, presented by an a black African team

Local Colleges

- We have delivered another Accredited Radio Course through Swindon's New College, resulting in 2 students going on to university

#### UNDERSTANDING COMMUNITIES AND STRENGTHENING LINKS

This has been met by such as:-

Attending and supporting Local Authority initiatives and community meetings in "Connecting People and Connecting Places".

We get out and about supporting local events, encourage individual and group participation in the station and work with neighbourhoods on promoting themselves.

Through such as SWINDON TALENT, we link with the local newspaper and various festivals around the town, working in a partnership arrangement, a lot of co-promotion and promoting of local talent. This is in its fourth year.

Working in rebuilding a group for Penhill, of mixed ages, to learn to engage with their wider community through interviews, promotion, a regular programme on air and linking with the community magazine. (Currently developing, along with a room their can have as a small studio which they can run with the Station).

A new weekly programme featuring and focussing on different countries/cultures with studios guests and recorded features.

## .1 Key commitments: Access and participation

*[report back against your key commitments here]*

THE OPEN DOOR POLICY remains very much a part of the station's policies and sees a constant flow of people coming in to the station for one-off or longer term involvement.

A few examples include:-

Gay Pride - features and interviews plus coverage of the annual event in Town Gardens, Swindon

Visually impaired - team trained to produce their own items and present a weekly programme



Upham Road Training Centre for people with disabilities – produced own monthly programme for over a year after training with the station. After a break due to funding issues from the Local Authority which focussed them, we hope this programme will resume soon.

### SCHOOL INVOLVEMENT

(see above)

This is an area we are keenly developing and have seen great successes with individuals as well as groups and full classes in projects.

3 x groups of 4 young people aged 11-13 still present a weekly (Saturday) programme.

Programmes produced by schools during the year included:-

1. Lawn Primary School – 2 programmes. One of Christmas concert in a church, one on planning and running a mock wedding.
2. Wootton Bassett Comprehensive School – their first programme on Swindon Literature Festival with interviews, attending workshops and events.
3. Brookfield – a one-hour programme on Victorian life for children, book review, short play, interview Dr Barnado.
4. Toothill Scouts – previewing their event. Acting as Junior reporters at a community event

and producing material for a 45-minute programme.

5. Students from 2 schools - produced a multi-cultural Christmas programme

#### COMMUNITIES

Penhill and Broadgreen areas each had regular programmes produced and presented by neighbourhood representatives.

Penhill School is the latest school to be on board, with young students acting as reporters for the first time, at the neighbourhood's summer carnival.

Black African/Caribbean group – different members talked each day about their lives and experiences as part of Black History Week

Mental Health - MIND had a week of features and interviews, they panned guests and presented their individual stories.

New projects to get out and about working in/with communities continue to evolve and we are planning our promotional caravan, hopefully with local Police support, in order to visit more schools and deliver more, exciting, projects with them. Training for volunteers in outside promotion and broadcasting will go hand in hand with this.

### **.1 Key commitments: Accountability to the target community**

*[report back against your key commitments here]*

Two groups formed (6 volunteers) – looking at the station, its external promotion and involvement with the communities we serve, attending events and related fundraising.

Two meetings were held with community representatives about programming and events to be covered, areas of interest to be developed and training needed.

Resulted in such as:-

- a 6-week series of programmes presented by a young black African, meeting other young people and playing relevant music.
- a programme proposal for a weekly programme from the Caribbean community on reggae music with stories and history of music (currently being developed)
- Proposals for training for a multi-cultural women's group for monthly features

Keeping one specific ethnic group to regular meetings proved difficult. Another is being formed.

## .2 **Volunteer inputs** (see the separate guidance notes)

Number of volunteers:

Average 110-120 involved/on the books at any one time

What roles are performed by volunteers:

Presentation, production, research, administration, promotion, technical support, support in training others, website, funding group, promotions group, Board members and Advisors, Station Manager (is a volunteer half of the week), editing, assist with training other volunteers

Approximate number of hours worked on average per volunteer **per week**: 5

Additional information: We continue to develop opportunities and in the coming year will work with more specific communities and a probable move to new premises (a permanent home) will engage more corporate volunteers

## .3 **Significant achievements**

During the reporting period, these include such as:-

The quality of programmes produced by people who have never broadcast before. The first Station Awards for Achievement held to celebrate the station's third anniversary on air.

Individuals developing their confidence and abilities.

Development of our registered blind team in producing material, presentation and for one to learn to edit and then teach other team members.

One young lad who had been bullied at school showing dedication and developing skills through the station.

Children presenting a Saturday morning programme turning up every week, and putting time in to planning their programmes.

Teaching an accredited radio course through New College at the radio station – Three students at university as a result. (Two of them return when in Swindon to help at the station).

A Future Jobs Fund post holder (Asperges) who had not held a job down previously gained full time employment with a local company at the end of her 6 months with us as a result of her time with the radio station.

One volunteer, as a result of his time and experiences with the station, left to teach young people in Camp America for 3 months.

#### **.4 Significant difficulties**

Do you wish this section to be kept confidential?

##### **Premises**

Having moved to new premises during the year in order to have much improved space for volunteers, larger studios, training and editing area and much improved access for people with disabilities, we had hoped for a positive relationship with the company who had made this offer.

In return for the space (free-rent) we expected to support their work with NEETS, developing a regular programme for the young people they support to run, help with promotion of the company through programming, distribution of material when the station goes out, etc. and develop a mutually-beneficial relationship.

Unfortunately, despite our efforts this has not been forthcoming and along with other issues, the Station's Board took the decision to seek alternative premises and move to a more long-term home for the station.

The Local Authority, Local Schools, Businesses have been great in offering the station free accommodation. Early in the new reporting period we plan to move again to what we hope will be a permanent home for the station.

##### **Transmission**

Reception has been patchy and caused people to say they have problems getting the station on car radios or in their homes.

Reception is patchy in key neighbourhood areas where we wish to work on projects.

A request has been given to Swindon Borough Council for permission to move the transmitter from the County Ground to the Murray John Building from where we believe (after some research by the transmission engineer on our Board) reception would be much improved. If approved, a formal request will be made to Ofcom.

**Continual Seeking of funding** to provide this service to Swindon. A little more support for non-commercial stations – perhaps a one-off licence, rather than each year? (a suggestion)

#### **.5 Audience research**

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

Details captured from visits to organisations, events and giving talks, visiting schools and response to programmes.

#### FACEBOOK

Programme teams capture comments and feedback via Facebook pages. Pages are very active and this is a good medium for music programmes and young people's programmes in particular.

#### Texts

Highest text response comes to weekly Soul Show, young people's programmes, Friday evening programmes.

#### Talks

Audiences at Talks given by invitation by Station representatives produced an average of 50% listenership amongst audiences.

#### **Unique WEB visitors/listeners on-line**

#### **2 X Month examples 2010**

(weekly) EXAMPLES

Apr 2010 2884 5886

May2011 2856 6009

## Section 2

# 1 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

S K Ludford

B Clarke

### Name

Shirley Ludford

### Position

Station Manager

### Station

SWINDON 105.5 (registered as Community Radio Swindon)

### Email address

shirleyludford@btinternet.com

### Telephone number

01793 611555 (Station)

### Date

18<sup>th</sup> June 2011

### Section 3

## 2 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](mailto:community.radio@ofcom.org.uk) and send one signed hard copy to

Community Radio (5<sup>th</sup> Floor),  
Ofcom  
Riverside House  
2A Southwark Bridge Road,  
London  
SE1 9HA.

Annual report forms must be returned to Ofcom by Friday 25 June 2010.

March 2011 – Issue 5