

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR000233

Station Name

Radio Winchcombe

Launch Date

18/05/12

Web address where you will publish this report.

www.radiowinchcombe.co.uk

When will the report be published / available to view?

May 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)	42 hours
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]	55 hours
The percentage of your daytime output that is speech	53%
Total number of people trained during the year	19 people
Total number of volunteers involved during the year	63 people
Total number of volunteer hours per week	167 hours

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"> The station will provide a wide selection of programmes relevant to all aspects of the community, including a wide range of music genres, current affairs, interviews, drama and youth concerns, poetry, local history, autobiography, countryside affairs, travel and talks by experts on their specialities. Listener interaction will be encouraged. 	Yes	
<ul style="list-style-type: none"> During live output the service will be approximately 70% music and 30% speech (with more speech in some programmes.) 	Yes	
<ul style="list-style-type: none"> The station will broadcast live 07.00-21.00 hours on Fridays and Saturdays. At other times repeats and archive material will be included in the output. Over the licence period the amount of live and/or original output will increase. 	Yes	
<ul style="list-style-type: none"> Speech output will include: local and community news and information; reports and discussions on local issues; news and events; live and recorded debates; poetry, countryside matters, travel, and talks by experts; entertainment; and social information programmes such as 'what's-on'. 	Yes	

Explanatory notes re non-delivery (if applicable):

--

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> The service will: <ul style="list-style-type: none"> - publicise, support and help to grow the local activities and services to the local community and visitors. - strengthen the identity of the area and bring people together more through increased information and participation. - provide relevant and detailed information unavailable from the regional broadcast services 	Yes	
<ul style="list-style-type: none"> The Station will target particular community groups who are traditionally underserved, such as the elderly, the housebound, children and young people. Residents of villages within the area will also be invited to either be involved or host their own shows. 	Partial	
<ul style="list-style-type: none"> The station will provide a platform for local organisations, associations and businesses to promote their activities to the local population and recruit volunteer staff. 	Yes	
<ul style="list-style-type: none"> The station will work with the local town and borough councils to 	Yes	

provide up to date information on local issues. Representatives from village parish councils within the target area will be invited to provide information.		
<ul style="list-style-type: none"> Local schools will be invited to participate in programmes providing an outlet for students' work and talents. 	Yes	
<ul style="list-style-type: none"> The station will work with local schools and educational establishments to offer five pupils each year a placement with the station. 	Partial	
<ul style="list-style-type: none"> Community members will have an opportunity to participate in the operation of the service through involvement in sub committees handling subjects including format, news, music and marketing. Individuals may also be invited to attend board meetings to put views forward and/or contribute. 	Yes	
<ul style="list-style-type: none"> The station will provide access and opportunities to work at the station for around 50 volunteers a year. 	Yes	
<ul style="list-style-type: none"> People who volunteer to host their own programme or show will be given the appropriate training and supervision. 	Yes	
<ul style="list-style-type: none"> Local performers, singers, musicians and the local dramatic group will be encouraged to participate in programmes. 	Yes	
<ul style="list-style-type: none"> Listeners will be actively encouraged to take part in broadcast debates through phone-ins, email and text. 	Yes	
<ul style="list-style-type: none"> Accountability starts with the Board of Radio Winchcombe. The Board members will be accountable to the local community for ensuring the programming requirements are met, the standards of programming are upheld, the technical standards are adhered to and the Key Commitments are met. Performance against these items will be reviewed formally at Board meetings which will be publicly advertised, online and via the radio, and the public will be able to put their points forward on how to improve Radio Winchcombe's broadcast output. 		No
<ul style="list-style-type: none"> Radio Winchcombe will undertake regular research into the target community's needs through public meetings and on-line surveys. Listeners will also be encouraged to telephone the studio or comment on the website. A log of all feedback will be discussed and acted upon at regular Board meetings. 		No
<ul style="list-style-type: none"> A listeners' panel will be established to obtain views on how the station is run and report recommendations to the Board, supported by an annual survey of listeners' opinions. 	Partial	
<ul style="list-style-type: none"> A visitors' book will be held at the studio and there will be a published complaints procedure. 	Yes	
<ul style="list-style-type: none"> There will be an annual general meeting to which the public will be invited to attend. [May 		No

Explanatory notes re non-delivery (if applicable):

The Station Will Target Particular Community Groups Who Are Traditionally Underserved: Outside Broadcasts of major events are provided for those who are housebound and cannot attend. In addition there are a number of programmes each week that are quite specialist in their subject matter (e.g. local history, arts & crafts, country matters, current affairs, individuals) for people in the community who would never receive such information and entertainment from other media outlets. There have been a small number of programmes directly aimed at particular groups such as The Day Care Centre.

Work With Local Schools: It has proved very difficult to attract local schools to make use of the stations' facilities (training, equipment, air time) despite formal meetings and

presentations with them. One work experience placement was provided with the local senior school in the course of the year. The station is now attracting engagement from the local University and from a school outside its catchment area (but still within the county) with the making of features and complete programmes.

Accountability: Various attempts have been made to encourage the general public to attend public meetings, but attendance has been very poor, although meetings have been held where performance has been reported and some feedback gained. A different approach has been developed whereby a detailed Performance Report is published on a 6-monthly basis showing the station's performance against all of its objectives (including Ofcom ones), and this is reviewed externally by representatives from the community who provide guidance in areas objectives are not being met. The report is made available publicly.

Listeners' Panel: A panel was setup with representatives from different parts of the community, but input was poor and several panel members dropped out after the first meeting which made it non-viable. A different approach is now being taken to foster relationships with key individuals and organisations within the community and seek to gain direction from them. Audience Surveys are carried out at the 2-3 major local festivals each year, although these focus more on audience numbers as opposed to programme content and direction

Annual General Meeting: Because of the poor attendance at public meetings a formal AGM has not been held with the public, although performance has been reported at public meetings and has been externally reviewed by community representatives.

1.5 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.

SUPPORT AND MANAGEMENT

There are ten people who provide regular Support and Management, and their time was recorded over a given period in order to calculate the average time spent for each person performing these roles.

Person 1	19:20:00
Person 2	08:55:00
Person 3	08:15:00
Person 4	03:00:00
Person 5	05:00:00
Person 6	01:15:00
Person 7	03:15:00
Person 8	00:00:00
Person 9	03:45:00
Person 10	03:30:00

Average	
hours/week	05:37:30
Total	56:15:00

PRESENTERS

It is not possible to gather time-spent for each presenter, so the average hours per week has been estimated based on the number of hours broadcasting of new original

programmes (Live and Newly Recorded) and the number of presenters who contribute over an average period.

PRESENTERS

No. of LIVE/NEWLY RECORDED	
Hours/week	109.80
No. of Presenters	59.0
Average hours/week	1.86

1.6 Significant achievements**Programme Content:**

Speech-based programming (average, including repeats):	41% of total output
Original Programming per week	33% of total output
Automated Playout (continuous music, no programming)	25% of total output
Programmes containing local content	46% of total output
Presented programmes broadcast every day of week	

Events:

Outside Broadcasts	10 throughout year
--------------------	--------------------

Service Availability:

Availability across FM and Internet Stream for year	99.97% of available hrs
---	-------------------------

Advertising:

Unique concurrent advertisers (average across year)	40
Advertising slots utilised each week (average across year)	456

BBC Collaboration

BBC Community Radio Programme for the BBC South West Region – Radio Winchcombe excerpts included for 46 weeks in the year (since the start in January 2013)

Joint simulcast programme with BBC Radio Gloucestershire for 3 hours live from Radio Winchcombe studios (first such event with a Community Radio station by BBC Gloucestershire who have talked about repeating the initiative elsewhere as this instance was deemed a big success).

1.7 Significant difficulties

	YES	NO
Do you wish this section to be kept confidential?		No
Engagement With Local Schools The station planned to provide significant opportunities for students to gain practical training and experience to backup their studies (particularly media studies, but also business studies, drama and IT). Despite a major presentation to the senior school and the nomination of a school representative there has been virtually no take-up, although individual youngsters have presented programmes separate to school activity.		
Community Engagement & Listeners Panel This is important both as a committed objective commitment and because of its key importance in providing feedback and direction on programming. Despite best endeavours during the year no real participation was forthcoming. A different approach is now being adopted to institute formal community representation at the highest level in the station management.		

Dependence On Too Few Support Staff

The desired support organisation (i.e. excluding presenters) is 21 people (to ensure no overloading of individuals, an even spread of work and sharing and backup of expertise). At present there are just 10 people, with the majority of the support effort and expertise centred in 3 people.

Therefore the organisation is high-risk in terms of its dependence on a small number of individuals and the workload carried by them.

Fundamental steps are being taken in 2014 to address the management structure in order to assist in addressing this both directly in redistributing the management workload, but also indirectly in enabling more effort to be put in to recruitment.

1.8 Audience research

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

Audience Research has been conducted at the major festivals occurring in the area during the year. No survey was conducted in the second half of the year.

People are asked whether they have listened to the station in the last 4 weeks, and if not, why not. The results are as follows:

	Dec 2012	May 2013	Change
Listen to Radio Winchcombe of those surveyed	55%	67%	22%
Listen to Radio Winchcombe of those surveyed who are local	70%	71%	1%
Non RW Listeners:			
Do Not Listen To Any Radio	33%	80%	
Not Local	17%	20%	
Can't Receive Radio Winchcombe But Are Local	11%	Not surveyed	
Listen To Radio 4 (might like some Radio Winchcombe speech output)	22%	Not surveyed	

People are also asked which programmes they listen to, and what changes they would like to see in the station's programming.

There are plans in 2014 to issue more formal, detailed questionnaires to the community through various channels (leaflet distribution, on-line, email).

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	Nick Mundy
Position	Chief Operating Officer
Station	Radio Winchcombe
Email address	programmes@radiowinchcombe.co.uk
Telephone number	07768 777262
Date	1 st April 2014

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.

January 2014 – Issue 8