



Community Radio

Key commitments annual report form

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Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2010

Station details

Licence Number

CR145

Station Name

Radio Hartlepool

Launch Date

October 2008

Web address where you will publish this report

www.radiohartlepool.co.uk

PLEASE NOTE: The following sections are set out one question per page. However, each section can be expanded to take as much information as you need to provide.

1.2 Key commitments: programming

Ofcom Key Commitments Require:

Radio Hartlepool is a not for profit voluntary organisation with charitable aims and objectives that positively promotes the communities of Hartlepool, giving them a voice and input on how the project is both operated and run - Radio Hartlepool is a project run by and for the people of Hartlepool.

- During daytime output will typically comprise of 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Radio Hartlepool's main music output will comprise popular chart music from the 1960's to the present. Other music featured will include popular music from the 1930s, 40s and 50s, local bands and artists, and other broadly popular specialist music styles, subject to volunteer input.
- Speech output will include short national news bulletins, live and pre-recorded magazine programmes, current affairs, local debate, chat shows, 'what's on', local news and phone-ins.
- The main broadcast language will be English. Other community languages may feature from time to time depending on community demand and the availability of volunteers.
- The service will typically be live 10 hours per day, Monday to Saturday with Sundays saved for the scheduling of pre-recorded programmes recorded by members of Radio Hartlepool's community. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.

Radio Hartlepool's Response:

During the year there was an average ratio of day time output of 75% music and 25% speech, however this ratio varied at different times of the day and at weekends due to more weight being afforded to community focused chat or discussion programmes that were broadcast to that of a higher (35%) proportion of speech based programmes, and lower for music (65%).

Radio Hartlepool's main music output described as "Non specialist music" of popular music from the 60's through to current releases is as set out in our key commitments. Music that has been broadcast on specialist shows collectively covers all periods including music from the 1930s, 40s and 50s, this music may have been attached to shows highlighting a period or happening in history, classed as "specialist shows". As originally intended Radio Hartlepool also included in its programming things relating to community issues events and happenings with specialist music covering local bands and artists, and other broadly popular specialist music styles including big band, love songs, R&B music, indie, rock, musical theatre, folk, soul, country, world and classical.

In line with our key commitments Radio Hartlepool's speech output includes short national news bulletins, live and pre-recorded magazine programmes, current affairs, local debate (listener contact and comments), chat shows, 'what's on', local news and phone-ins and further over the year has included introductions to music, local and national sports, travel information, local business news, comedy sketches, competitions,

theatrical production reviews, film news and entertainments news.

In our key commitments our service was to typically be live 10 hours per day, Monday to Saturday. Radio Hartlepool's live broadcasting has seen a slight rise in live programme provision. Over the year the majority of programmes were broadcast live Monday to Thursday 6am until 8pm, Friday's 6am until 6pm and Saturdays 7pm until 6pm, with an hour of automation between 1pm and 2pm weekdays, giving a new average figure of 74 live programme hours (Monday to Saturday inclusive), an increase of 14 live hours.

Over the year Sunday's programming was saved for the scheduling of pre-recorded programmes recorded by members of Radio Hartlepool's community, this has also had a rise in its expected live output with the majority of Sunday's programmes being scheduled live between 10am and 2pm and then again between 4pm and 7pm.

IRN recordings were used in live programmes and IRN supplied the hourly national news bulletins, other than that all other output was produced locally with our broadcast output being in English.

During the year there was an average of 13 hours "live" full feature programming per day Monday to Thursday Inclusive, 11 hours "live" full feature programming on a Friday and on a Saturday a total average of 11 hours "live" full feature programming per day, with the highest daily increase in our programme output from that of our key commitments being 3 hours. Sunday has seen an increase of "live" full feature programming of 7 hours.

During the year with the inclusion of Sundays the average preformed "live" programmes were 351 per month (81 hours per week). Additional there was 186 per month (43 hours per week) of pre-recorded full feature programmes.

The remaining part of the broadcast output (Monday to Friday Inclusive midnight – 6am and Saturday and Sunday midnight 7am) was through the broadcast automation system.

An approximate average of 25% of weekly "live" full feature programming included guests or interviewees. This ranged from regular attendances of guests or interviewees to the weekday mid morning "community programme" and further includes a range of occasional guests or interviewees that attended programmes such as the breakfast show, the big drive home, Saturday music and sport and other weekend programmes.

Radio Hartlepool's fixed Scheduled programmes are reviewed on a quarterly basis taking in to consideration information upon collation from our quarterly listener survey and feedback from our informal listener panel meetings.

Special revised programme schedules over holiday periods such as Christmas, New Year meant an increase in both live and pre recorded programmes.

The use of outside broadcast equipment (be it basic) over the past year has further enabled Radio Hartlepool to broadcast community programmes from a variety of locations and report "live" as it happens information from the town's community events and happenings.

Approximately 13 per month (3 hours per week) is dedicated to programming that

supports and features local musicians and bands this is done in a mixture of live bands playing in our studio and the playing of prerecording of their songs and music whilst in attendance.

1.3 Key commitments: Social gain objectives (a) The provision of sound broadcasting services to individuals who are otherwise underserved

Ofcom's Key Commitments Require:

Radio Hartlepool's programming will include programmes of particular appeal to groups such as the elderly and vulnerable, employees and employers at local businesses, listeners with specific local art, historic and environmental interests, the disabled, young people, residents living in deprived areas, the town's minorities, single parent families and those working from home.

Radio Hartlepool's Response:

Over the past year, Radio Hartlepool's programming has been of appeal to all residents and visitors to Hartlepool, regardless of social stance.

We have forged positive partnerships and relationships with a number of organisations that have over the past year assisted within in the delivery of programming to the following: elderly and vulnerable, employees and employers at local businesses, listeners with specific local art, historic and environmental interests, the disabled, young people, residents living in deprived areas, the town's minorities, single parent families and those working from home.

Programmes over the last year targeted at these communities have been achieved via a number of methods, one method was the regular broadcast of our 'What's Happening Guide', that chose to favour the promotion of 'free' to attend events, another proven method was that of the 'Mid Morning Community Focus Programme' with regular guests attending from all the departments within Hartlepool Borough Council, representatives from Hartlepool New Deal For Communities, Hartlepool Primary Care Trust and NHS Hartlepool, this target approach further went on to provide programmes for all with the inclusion of other public bodies such as Hartlepool Police and Hartlepool Fire Service.

Over the last year, Radio Hartlepool has worked with 'the third sector', further providing programmes on useful information and guidance, helping to improve the general quality of life in our area. These 'third sector' areas have included Hartlepool Families First, Hartlepool Voluntary Development Agency and organisations that support the young, the vulnerable, the employed and unemployed, those that have an interest in the environment and local art and history, and also has encouraged and equipped listeners via signposting of information, allowing choices to be made in individuals' futures.

1.4 Key commitments: Social gain objectives (b) The facilitation of discussion and the expression of opinion

Ofcom's Key Commitments Require:

- Radio Hartlepool will encourage audience reaction and discussion through email, telephone and text messaging. It will invite and encourage people to visit the studio through an open door policy (with prior notification) for all to express their opinions.
- Radio Hartlepool will actively encourage debate on all social issues. Discussion programmes will involve representatives of interest groups and members of the public.

Radio Hartlepool's Response:

Upon review of the last year, Radio Hartlepool is very happy with the amount of audience reaction that we have encouraged. We actively encourage during live programmes, no matter what the programme be, for the listeners' views and opinions, or even just general comment. A favoured method for a listener to get in touch is via text, therefore, comments have been recorded for future use, to use within our quarterly reviews.

Broadcasters have constantly repeated the text contact and telephone number and further announced to listeners that they can also e-mail us via our website. To make it easier for listeners to get in touch, during the course of last year, we removed the premium rate of 25p from our text service which now costs listeners the regular price of a normal text message, this created an increase in communications.

We have calculated that communications directly intended for our studio during the past year received more than 4,600 text messages, 3,200 e-mails and over 4,300 telephone calls.

During live programming, presenters and guests have encouraged listeners to get in touch on all issues that are broadcast, including those listeners interested in the current discussion and topics that are being broadcast live and including representatives of varying interest groups relating to that particular subject. Some of these contributory messages and questions would be aired almost with immediacy, therefore, allowing interesting discussion.

Our open door policy has worked better over the last year during live broadcasting, meaning that visitors that come to the station door, after hearing something broadcast just minutes prior, or in many cases, a subject that has been discussed in a past programme was relayed directly to the presenter 'on air', who did then mention this subject in his following links.

1.5 Key commitments: Social gain objectives (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

Ofcom's Key Commitments Require:

- Radio Hartlepool is open to give training to organisations or individuals that wish to take it up in General Administration, Radio Production and Radio presenting.
- Radio Hartlepool will offer up to 16 work experience placements to secondary school pupils and will further offer up to 30 placements for students in further education.

Radio Hartlepool's Response:

Radio Hartlepool gives appropriate training to its volunteers in a whole host of activities, including general administration, radio production and radio presenting.

Over the past year, we have had 19 pupils on work placements gaining genuine work experience, these pupils were from the town's secondary schools and schools further afield, totalling 5 different schools.

We have had 30 placements from students in further education, including that of college and 6th form.

We have had 3 placements from University Students. These students have worked on a day-to-day basis including management and decision making within Radio Hartlepool, and further we have had 12 students visit from University to spend half a day with us in a fully operational environment.

Each of Radio Hartlepool's in house volunteers, totalling 44, are given training relevant to the role they wish to carry out, with extra training being given in the Ofcom Broadcasting Code and other pieces of legislation, this is an ongoing procedure. Volunteers at Radio Hartlepool are given grades appropriate to their level of experience in their particular role, bronze, silver, gold and platinum competency levels can be achieved.

1.6 Key commitments: Social gain objectives (d) The better understanding of the particular community and the strengthening of the links within it

Ofcom's Key Commitments Require:

- Radio Hartlepool will actively promote many groups and organisations, making it a point of information and publicity for the entire town's hundreds of groups and organisations. Programming will also encourage participation and community unity by bringing together these groups and organisations.
- Radio Hartlepool's Community Liaison Officer works directly to maximise community involvement in the station by researching groups, developing contacts and providing relevant support to on and off air actions.

Radio Hartlepool's Response:

Radio Hartlepool has pro-actively and positively taken to engage the involvement of as many 'third sector' groups, community groups and organisations, charities and individuals, offering them a free point of publicity to create awareness for their chosen activity.

Over the last year, our programming encouraged listeners to attend community events, offer their services as volunteers and a whole host of other information. We put to air more than 130 community groups, charities, voluntary organisations and community minded individuals. These groups or individuals chose to encourage or inform our listeners about the following:

- Recruiting of volunteers
- Promoting community events
- Encouraging participation
- Enhancement of quality of life
- Volunteer opportunities
- Training
- Welfare
- Open days
- Fundraising
- Pleas for support
- Health related issues
- Education
- Employment
- Employment training

More than 400 events, fundraisers, open days, public meetings and charity fundraisers were given repeated promotion in our 'What's Happening Guide'.

Over the last year, the voluntary role of Community Liaison Officer was a shared role that included developing a contact list for more than 300 community groups. The appointed Community Liaison Officers worked closely with the Hartlepool Voluntary Development Agency and Hartlepool Borough Council and together enabled more than 130 community groups, charities, voluntary organisations and community minded individuals to be put to air and further offered attendance support to events and other 'off air' areas of community integration and involvement.

1.7 Key commitments: Additional Social Gain objectives (if any are specified in your licence).

Ofcom Key Commitments Require:

Additional social gain objectives:

- Radio Hartlepool will promote local authority services, projects and community groups by promoting their services and giving relevant direct information and advice, also providing the opportunity for further discussion.
- Radio Hartlepool will actively promote local businesses and will engage with local business support agencies. It will promote training and employment, highlighting training and placement schemes.
- Radio Hartlepool will promote the community sector and economic and social development.
- Radio Hartlepool will promote projects, events and people of cultural significance to the town and will broadcast from events and community centres around Hartlepool.

Radio Hartlepool's Response:

Over the last year Radio Hartlepool made a firm community partnership with Hartlepool Borough Council, regularly receiving press releases from their press office that were filtered to the relevant areas such as the 'What's Happening Guide', the local news or to be included in general programming. This source of information via the press office at Hartlepool Borough Council was an invaluable resource for continually informing the residents of Hartlepool, our listeners. Last year saw the beginning of the Tall Ships 2010 races, and in support of that, Radio Hartlepool was to be announced as one of the 'Official Media Partners' of the event, and fortnightly gave guest-led live programme updates on the progression of the event. Officers from Hartlepool Borough Council attended Radio Hartlepool on a weekly basis to promote, inform and encourage uptake on subjects broadcast by our listeners and given our listeners the opportunity for further discussion. These Hartlepool Borough Council departments included:

- Economic Development
- Worksmart
- Education Department
- Walk To School Week
- Sports Development Team
- Trading Standards
- Licensing Team
- Environmental Department
- Ward Surgeries

Over the last year, Radio Hartlepool worked with Hartlepool Borough Council's Business Development Section and promoted and supported the 'Buy-Local Campaign'. We were given a satellite area in the Indoor Market of Middleton Grange Shopping Centre to assist in promoting the 'Buy-Local Campaign'. We encouraged listeners and offered choice when it came to shopping.

We worked closely with local business support agencies from Hartlepool Borough Council, Business Link and the North East Chamber of Commerce, and even the

Federation of Small Businesses, giving them airtime on the Community Focus Programme, and also promoting any start-up business road shows or advice seminars or sessions via our 'What's Happening Guide'.

Proud partnerships have been made with outside training organisations that provide training not only for the employed but that allow unemployed people the chance of uptake of various offerings. We have promoted employment fairs and recruiting seminars, one or two that have taken place in the public area of our local shopping centre with an employment fair being publicised repeatedly on air to encourage attendance at the Sports Hall within Mill House Leisure Centre. We forged a partnership with JHP Training to assist in bridging the gap of employability through training, and have highlighted opportunities within the town's training and placement schemes.

Radio Hartlepool has promoted community interest companies, not for profit organisations, charities and social enterprises by inviting them onto the Mid Morning Community Programme to tell listeners who they are and the services they provide, including the following:

- Manor West Community Centre
- Cafe 177
- Belle Vue Sports, Youth & Community Centre
- Hartlepool Families First
- Brierton Sports Centre
- The Heugh Battery
- The British Heart Foundation
- Barnardo's
- The Alzheimer's Society
- Footlights Youth Theatre
- Edith Harrison Performing Arts
- Roaring Mouse Theatre
- The Art Gallery
- The Museum of Hartlepool
- HMS Trincomalie Trust
- Mill House Leisure Centre

We have promoted more than 300 projects and community events over the last year, including those with strong cultural significance including Hartlepool Community Choir, Red Dreams Young Persons Charity, The Hartlepool History/Heritage Group and have worked with the Hartlepool Library Service encouraging uptake in local and national projects. Over the year we have broadcast 'as live' from events and community centres town-wide. These include the following locations and events:

- Pitch Invasion 2009
- The Manor West Community Fun Day
- Brougham Enterprise Centre (Buy-Local Campaign)
- Eldon Grove School's Strawberry Fayre
- Rift House Community Fun Day
- Lynnfield Community Fun Day
- Walk to School Week (various locations)
- Middleton Grange Indoor Market
- Santa's Arrival to Hartlepool (Middleton Grange)
- Belle Vue Sports, Youth & Community Centre
- Cafe 177 Youth Centre
- Rotary Club Cycle 4 Life
- Hartlepool Community Choir
- Volunteers Week

- National Carers Day
- Barnardo's B76 Youth Disco
- Kite Festival
- Headland Carnival

1.8 Key commitments: Access and participation

Ofcom's Key Commitments Require:

- Radio Hartlepool aims to recruit up to 200 volunteers and attract the involvement of more than 120 community organisations.
- Radio Hartlepool is an equal opportunities and diversities employer and thoroughly inclusive in its policies.
- Radio Hartlepool will use established and well practiced mentors to support any new community trainees and will promote opportunities and accessibility to members of its community, enabling them to get involved, receive training on to the full use of its facilities.
- Radio Hartlepool has centrally located studios with an open door policy (with prior notification) during hours of live broadcasting.

Radio Hartlepool's Response:

Radio Hartlepool has managed to recruit and train 44 volunteers, and has also had the involvement of more than 140 community organisations, community minded individuals to that of local statutory bodies.

Our policies, all under constant quarterly review, offer opportunities and fairness to all concerned. We have the Radio Hartlepool Staff and Volunteer Guidelines and Regulations handbook, which contains the majority of our policies for reference of those volunteering or employed by us. We have a well-documented public complaints procedure that again is reviewed on a quarterly basis.

We are lucky enough to have had well practiced mentors to support and train our volunteers over the last year. These mentors have experience from BBC radio and commercial radio. We regularly recruit through 'on air' recruitment for those listeners that may wish to get involved with Radio Hartlepool and to that note, we have a well practiced voluntary application process.

Using outside training agencies, we have provided volunteers with fully accredited training, accreditations that are recognised countrywide. Over the last year 9 examinations were passed and accredited in Business Administration, Team Leading, Numeracy and Literacy.

Because of our location in the High Street, we have had numerous visitors requesting tours of our community facility, most of which have an interest in getting involved in some way or another as a volunteer. Our open door policy has been responsible for the majority of our volunteers working within roles with us. Our procedures and governing documents i.e. our public complaints procedure, competition rules etc. have been collected by these at the door visitors on occasions.

1.9 Key commitments: Accountability to the target community

Ofcom's Key Commitments Require:

- Radio Hartlepool will have a listeners' panel, made up of interested members of the community and allied organisations. The panel will meet quarterly, to discuss such issues as programming, involvement by members of the target community and to discuss and suggest the general activities of the station.
- Radio Hartlepool will ensure that notice of AGM and other meetings such as community presentations, along with details of how individuals can get involved in the operation and management of the service will be displayed on community notice boards located in key locations around Hartlepool.
- Radio Hartlepool has a documented complaints procedure.
- Radio Hartlepool will conduct a quarterly survey to seek listeners' views on station output.

Radio Hartlepool's Response:

Radio Hartlepool has bolstered our accountability to our target community over the past year through different approaches. Our listener panel is made up of a varied range of people, those employed, unemployed, male and female who meet in a very informal environment to chat about the programming output. We have found that people are more open to say what they really feel about our output when it is carried out in an environment that is relaxed and informal. Comments received from our listener panel can be split two ways, our music and our programmes. The regular programme schedule is reviewed each quarter and the views and opinions of our informal listener panel are taken into consideration at that point.

Our last AGM was publicised further in our front window, with our location being a high street location it was known to all that passed and took the time to read. Over the year members of Radio Hartlepool's team have attended numerous locations to give presentations, to answer questions and to encourage people to get involved with the station. Volunteers and informed interested people are included and their opinions aired and listened to, assisting with the overall operation and management of their community radio service.

We have a well-defined public complaints procedure that is reviewed quarterly. Our public complaints procedure can be found in various areas, including our lobby and our satellite community area situated within the indoor market accessible by all within our shopping centre, 'Middleton Grange'. Our complaints procedure is also apparent on our website and should anyone request it, copies are readily available for collection.

We have conducted quarterly telephone listener surveys over the last year. These surveys are mixed in content with the two main areas of focus being music and programming, however, we have found that a small percentage have been about 'off air' activities as opposed to what is broadcast. The information gained from our quarterly listener surveys is tabled at a quarterly when our regular programme schedule is reviewed and input used within any decisions that may be made.

1.10 Volunteer inputs (see guidance notes on page 2)

During the year, Radio Hartlepool's volunteer input totals 44 in number, all who are very keen to see the station a success. Out of that number, 14 are involved at board level or on the day-to-day management of the station.

The 44 volunteers involved with Radio Hartlepool during the past year have involved themselves in varying roles, from that of a Broadcaster, Programme Producer, Administration and Technical, with some also assisting with the general promotion of the station or within the day to day domestic tasks.

The role figures represent some volunteers having multi-roles within the station:

19 Broadcasters

9 Programme Producers

7 Administration

4 Technical

25 Other (that may include general promotion, domestic tasks, advisors)

All volunteers are able to contribute in their chosen capacities with varying time commitment, some dedicating what could be described as almost a full time position right through to volunteers contributing time in multi role activities to one hour a month. On average the volunteer input from our 44 volunteers over the year was 6464 hours, which averages 12 hours per volunteer per month. Over the past year, our voluntary input is the equivalent to more than 3 people working 37.5 hours per week.

1.11 Significant achievements

- Provision and implementation of a local news service.
- Recruiting of 44 volunteers.
- Accredited training with volunteers receiving 9 certificates.
- In-house competency levels, Bronze, Silver, Gold and Platinum.
- Being awarded Official Media Partnership of the Tall Ships Races 2010.
- Short-listed for 'Innovation In Technology' Business Awards 2010.
- The implementation of a diverse range of broadcast output all undertaken by volunteers.
- Receiving a certificate from the Motor Neurone Disease Society, in recognition of the invaluable support shown for people with Motor Neurone Disease.
- The increasing response for events to be included in our 'What's Happening Guide'.
- The partnership with Hartlepool Borough Council.
- Quality of Competition Prizes.
- Work experience placements for 19 students.
- Helping to promote awareness and services of Community Groups and Organisations.
- Provision and implementation of a local sports service.
- Promotion of local bands and artists, five of which got through to the semi-finals of the UK song writing competition.
- Compliance and instruction of the Ofcom Broadcasting Code.
- Proven Complaints Procedure.
- The revision of our Staff, Volunteer Guidelines and Regulations booklet.
- Structured recruitment procedure.
- Barnardo's Gift for Christmas Appeal.
- Featuring in BBC's 'Top Gear' and interviewing Richard Hammond.
- Strong partnership with Hartlepool United Football Club.
- Coverage of local Mayoral elections 2009.

1.12 Audience research

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

Audience research was conducted via a simple quarterly telephone survey asking three simple questions:

- What do you like most about Radio Hartlepool?
- What do you like least about Radio Hartlepool?
- How do you think we could improve?

From this survey it was realised that 60% of the feedback related to our music output, and 40% related to our programme content or other.