

## Section 1

# Key commitments Annual Report Form

## 1.1 Community Radio Annual Report Form: Year Ending 31 December 2012

### Station details

#### Licence Number

CR063

#### Station Name

Forest FM

#### Launch Date

09/07/06

**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.forestfm.co.uk

## 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 <b>week</b><br>(live material is created at the same time as it is broadcast)  | 54  |
| Average number of original programming hours per <b>week</b><br>(original material includes pre-recorded and live material but does not include repeats or automated or voice tracked). | 94  |
| The percentage of your daytime output that is <b>speech</b>   | 30% |
| Total number of people trained during the <b>year</b>   | 12  |
| Total number of volunteers involved during the <b>year</b>  | 42  |
| Total volunteer hours per <b>week</b>   | 172 |
| If appropriate, a list of languages you have broadcast in   | N/A |

(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 2012**

**1.3 Key commitments: programming**

| <b>Key commitment delivery</b>   | <b>YES</b> | <b>NO</b> |
|--|------------|-----------|
| Forest FM will provide an alternative listening experience, with a rural feel. It will be truly and unashamedly local and aim to create an atmosphere of local familiarity. The music output will predominantly be 'oldies', as detailed below.  |            |           |
| <ul style="list-style-type: none"> <li>Between 0700-1900hrs, the balance between music and speech will typically be 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). Outside of these times, the percentage of speech content may be less than this.</li> </ul>   | <b>Yes</b> |           |
| <ul style="list-style-type: none"> <li>Daytime music output will mostly be comprised of melodic soft rock and pop with a high percentage of tracks from the 50s, 60s and 70s. Evening music output will be comprised of specialist music programmes, and in particular country music, 50s and 60s rock &amp; roll, jazz, classical, folk and specialist rock will feature.</li> </ul>  | <b>Yes</b> |           |
| <ul style="list-style-type: none"> <li>Speech output will typically include the following: short national news bulletins and more extensive local news reports; features on local issues and events, local places of interest, local schools and their activities, local clubs and societies; interviews and debates on events and issues affecting the community; interviews and sessions with local artists and musicians; information from statutory bodies and the voluntary sector relevant to members of the local community.</li> </ul> | <b>Yes</b> |           |
| <ul style="list-style-type: none"> <li>The service will typically be live for at least 8 hours per day. (Live programming may include pre-recorded inserts, if applicable). Overnight output is likely to include non-stop music with repeated speech items.</li> </ul>  | <b>Yes</b> |           |

**Explanatory notes re non-delivery (if applicable):**

N/A

**1.4 Key commitments: Social gain objectives**

| <b>Key commitment delivery</b>   | <b>YES</b> | <b>NO</b> |
|--|------------|-----------|
| <b>(a) The provision of sound broadcasting services to individuals who are otherwise underserved</b>   |            |           |
| <ul style="list-style-type: none"> <li>Specific output will seek to serve local youth, the elderly, housebound and disabled members of the community. Dedicated programming will also serve local specialist music enthusiasts.</li> </ul> | <b>Yes</b> |           |
| <b>(b) The facilitation of discussion and the expression of opinion</b>  |            |           |
| <ul style="list-style-type: none"> <li>The station will encourage people to phone in with questions and concerns and encourage debate, both via telephone and through live</li> </ul>  | <b>yes</b> |           |

|   |            |             |
|---|------------|-------------|
| <p>studio discussions. It will attend and participate in meetings concerning local issues within the community and will interview members of the community and those who affect the community. Members of the community will be able to visit the station and record comments and snippets for broadcast.</p>   |            |             |
| <ul style="list-style-type: none"> <li>station will go out on the streets and record residents' comments, it will hold on-air 'roundtable' sessions and broadcast them live or in recorded form. Comments will be invited via the station website (<a href="http://www.forestfm.co.uk">www.forestfm.co.uk</a>), and most features and interviews will be repeated during the evening for the benefit of those members of the community unable to listen during the day</li> </ul>   | <b>Yes</b> |             |
| <p><b>(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</b></p>  |            |             |
| <ul style="list-style-type: none"> <li>During the course of its licence period, Forest FM intends to create a media centre with facilities for learning and the provision of radio training for the community. An emphasis will be placed upon up-to-date accessible and affordable technology, providing audio editing facilities, training in the use of interviewing techniques, the development of presentation skills and news gathering and preparation techniques. Facilities for recording live music will also be developed.</li> </ul>  |            | <b>No *</b> |
| <p><b>(d) The better understanding of the particular community and the strengthening of the links within it</b></p>   |            |             |
| <ul style="list-style-type: none"> <li>The station will operate an 'open-door' policy and will seek to be actively involved with local clubs and organisations. It will also support local businesses and tourist attractions. It will proactively go out and talk to members of the community in person, and provide support and facilities at various of the events which it attends locally. Specifically concerning the rural / urban divide, the station will seek to make listeners aware of the rural environment which surrounds them and encourage those in the rural and farming community to share information.</li> </ul> | <b>Yes</b> |             |
| <ul style="list-style-type: none"> <li>The station will have a fully functional, mobile outside broadcast unit with a PA system and radio link for live broadcasts. The station will actively support and publicise clubs' and societies' events. It will host phone-ins and live debates on local issues as well as using its website to provide information and invite feedback.</li> </ul>   | <b>Yes</b> |             |
| <p><b>Additional Social Gain objectives (if any are specified in your licence).</b></p>   |            |             |
| <ul style="list-style-type: none"> <li>The station will provide a broadcast outlet for local bands and musicians who cannot get their music played elsewhere. It will be involved with local schools and support their fundraising initiatives and events. Specific reports on local events will be aimed at the elderly and housebound who are unable to attend such activities in person. A particular focus will be on purely local events and items that would be of lesser interest outside the station's transmission area.</li> </ul>  | <b>Yes</b> |             |

**Explanatory notes re non-delivery (if applicable):**

**\*We are unable to raise sufficient funds to create a new, physical media centre, however we do use our existing facilities to record bands and artists and provide training albeit in a cramped environment.**

### 1.5 Key commitments: Access and participation

| Key commitment delivery  | YES | NO |
|--|-----|----|
| <ul style="list-style-type: none"> <li>As a function of the station's 'open-door' policy, all members of the community will be able to apply to be involved with the station. A volunteer waiting list may build up so a number of hours per week will be set aside for new participants, who will be given time on a rotation basis.</li> </ul>   | Yes |    |
| <ul style="list-style-type: none"> <li>Studio and other facilities will be available by prior arrangement for training and for the production of broadcast material. Members of the community will also be invited to send in contributions that they have produced themselves as opposed to using the station's facilities.</li> </ul>  | Yes |    |
| <ul style="list-style-type: none"> <li>The station will actively promote its advisory committee on air and will solicit input from the community using promotional radio spots and items in the press. An annual survey of the station's performance will be carried out and published. Members of the community will be able to get in touch with the station via phone, e-mail, post and personal visits.</li> </ul> | Yes |    |

**Explanatory notes re non-delivery (if applicable):**

### 1.6 Key commitments: Accountability to the target community

| Key commitment delivery   | YES | NO |
|---|-----|----|
| <ul style="list-style-type: none"> <li>An advisory board will be set up to allow representatives of the community to provide feedback on the station's performance. It may suggest improvements, changes and additions to broadcast output and in relation to other station activities. The advisory board will consist of up to a dozen people (a minimum of five individuals) of all ages, comprising members of the public, representatives of the town council, students and other individuals with a particular interest in the local community and the operation of the station. Only a maximum of two persons on the advisory board will be involved in the management of the radio station itself.</li> </ul> | Yes |    |
| <ul style="list-style-type: none"> <li>Representative surveys will be carried out each year. Questionnaires will be provided to a representative sample listeners asking for feedback as to whether or not the station is meeting their needs and asking what changes they would like to see. The results of each survey will be made public via the station's web-site and available on request in printed form.</li> </ul>  | Yes |    |

**Explanatory notes re non-delivery (if applicable):**

## 1.7 Volunteer inputs (see guidance notes)

The approximate number of hours worked by volunteers per week remains the same – 5.

Other information on input of volunteers is also the same with a max per week of 60 hours and a minimum of 2 hours

Many of our volunteers will help with the events we attend such as carnivals and outside broadcasts as well as producing their own programmes.

They will also volunteer to cover presenters who are away on holiday or are ill.

Our volunteers contribute hugely to the station with their expert knowledge of the various music styles found on Forest FM such as Rock'n'Roll, Jazz, Classical, Folk, Country, Fifties and Sixties,

## 1.8 Significant achievements

We are very proud that Forest FM continues to interact more and more with the local community. We have a marked increase in the number of requests to attend events and supply PA and commentary.

Here is a selection of local events we attended in 2012,

25<sup>th</sup> March – Music and announcements at Sports Relief Fun Run at Potterne

7<sup>th</sup> May – OB at Carnival Committees Car Boot Sale

10<sup>th</sup> May – Morrisons exhibit of plans for new Supermarket – interview with Councillor Spencer Flower

19<sup>th</sup> May – Music and PA at Alderholt Vets Open Day

28<sup>th</sup> May – Steve at the inauguration of Verwood's new Mayor – Simon Gibson

5<sup>th</sup> June OB at Verwood Jubilee Celebrations on the Recreation ground

5<sup>th</sup> June – Music and PA for West Parley Jubilee Celebrations on the Recreation ground

30<sup>th</sup> June – OB Verwood Carnival – radio car in parade

17<sup>th</sup> July – community lunch Wimborne

We continue with our outreach projects such as going along to record events with the folk at the Verwood Day Care Centre.

We continue to play music from local groups and artists in our specialist programme 'Wired', music that would not get airtime on bigger stations.

We broadcast local appeals such as the one to rehome battery chickens in May 2012

Also an appeal for a badminton net for Verwood Youth Centre in Sept 2012.

All of which according to feedback we had, were successful.

**We have forged many partnerships local groups and organisations who come in on a regular basis for interviews to keep the listeners up to date on all their activities. Groups such as Moors Valley Country Park, the Verwood Hub, Macmillan Cancer Care, Wessex Autistic Society, to name but a few.**

**We can provide facilities for young people such as Toby, a student from Cranborne doing research for project on community radio.**

**We are often first for local news, for example on the 16<sup>th</sup> January– we went to the press information day for the local Core Strategy plan. Only two other local papers went and we were the only radio station there - when the pre submission document was revealed. We therefore was able to pass on the news before anyone else and links were posted on our website.**

**We broadcast Local sport fixtures and updates**

## **1.9 Significant difficulties**

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

**Funding – both grant aid and advertising revenue – continues to be an issue with no guarantees year on year.**

**Getting advertising from local businesses is very difficult in the current economic climate plus we cannot afford to pay for a sales person.**

**It has been difficult to get good volunteer presenters during weekday working hours.**

### **1.10 Audience research**

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

**We did a survey during the summer at various places in our coverage area**

**The results found that in Verwood itself 95% of people had heard of Forest FM and 69% had listened at some point. These percentages dropped off for people living further afield but still in listening range.**

**Those who had not heard of Forest FM said they would consider tuning in.**

**Most people who listened to us said they would otherwise listen to Radio 2 or Wave 105**

**Our internet listening figures have increased significantly since last year with more local people listening online. We attribute this partly to radioplayer.co.uk**