



## Community Radio

Key commitments annual report form and financial reporting guidance notes

## Radio Teesdale

Publication date: September 2008



# Community Radio Annual Report Form

## 1.1 Community Radio Annual Report Form: Year Ending 30 April 2008

### Station details

#### Licence Number

CR082

#### Station Name

Radio Teesdale (Teesdale Community Broadcasting Ltd).

#### Launch Date

27<sup>th</sup> March 2007.

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

<http://www.radioteesdale.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

The wide range of specialist programmes represents the 'something for everyone' approach of the station and reflects the wealth of talent, personalities, information sources and issues for debate in Teesdale. The regular programmes on community affairs are considered important to keep people up to date with what is going on in Teesdale. The programming made by and for young people is a strength of this station, including programmes that promote music of importance to people in the area.

Output will typically comprise 76% music and 24% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). This ratio will vary slightly at different times of the day and during weekends there will be a higher proportion (40%) of speech based programmes, and lower for music (60%).

Total music output will be broadly split between familiar songs from the 1950's through to current hits; specialist music (which may include brass band, oldies, country, soul, classical, film, musicals, jazz, indie, rap, folk, dance, hymn & organ); and live performances.

Speech output will comprise/include introductions to music, local, national and sports news, what's on features, travel information, listener phone-ins, interviews on local issues, current affairs and specialist interests.

Output will be broadcast in English.

The service will typically be live for about 11 hours per day, seven days a week. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced. Approximately 15 % of this broadcast time will feature repeat shows.

When broadcast commenced on the 27<sup>th</sup> March 2007 Radio Teesdale started with a “soft launch.” During the following 3 months the entire second studio infrastructure was finalised and additional volunteers were being recruited and trained. We began with two hours of pre-recorded material (changed every day or two) that was repeated to provide a 24 hour a day output. The content was mostly speech with some music from local musicians. On the 9<sup>th</sup> July 2007 we commenced 3 hours of live programming a day. The rest of the output at that time was music interspersed with short extracts of interviews and local news items. The live programme hours were gradually increased each week until the Autumn 2007 schedule was launched on the 17<sup>th</sup> September 2007. This contained an average of “live/pre-recorded” 9 hours a day (of which 1 hour was repeated).

The Winter season ran from 14 January to 13 April 2008 with Spring from the 14 April 2008 to 13 July 2008. The Summer season will run from 14 April to the 19 October 2008.

Programme output since January 2008 has been very much in line with the commitment. The average live programmes (including pre-recorded appearing “as live” broadcast for the first time) per month is now 282 (10 hours per day). In addition, 15% of programme output (exactly as stated in the commitment) is repeat programmes (some of which is from the previous season). This amounts to 52 hours per month (average 2 hours a day) being repeat programmes. Therefore, 334 hours of full programming per month (12 hours per day) has been achieved compared to the 11 hours per day in the commitment.

The remaining part of the (24x7) broadcast output is through the automated system. In addition to the above, 60 hours per month (3 hour each weekday) Radio Teesdale broadcasts music is interspersed with a wide collection of re-edited interviews and features (what’s on and news items).

Music on specialist shows collectively covers all periods and a wide variety of genres. “Non Specialist Music” shows feature popular music from the 50s through to current releases, all as set out in the commitment. Radio Teesdale broadcasts a wide range of specialist programmes as originally intended. These include programmes on community issues, gardening and rural matters, dance music, vintage music, classical music, Irish music, Indie music, punk music, comedy, rock music, world music, folk, songs from the shows, soul and brass band.

Speech output is as set out in the commitment including introductions to and about the music, national and local news, business news and sport, what’s on features, listener phone ins, listener contact and comments, interviews on the local community activity, comedy sketches, local issues and current affairs.

Over 50% of the programmes feature more than one presenter. Approximately 25% of programmes feature guests or interviewees. This ranges from occasional guests (breakfast show and some specialist shows) to the guest being the main feature (What’s On [13 hours per month], Drive Time [32 hours per month] and “In Conversation with.....” programmes).

Young people (less than 18 year old) present two weekly one hour programmes (one of which is repeated) for “the younger generation.” For 4 hours a month Radio Teesdale has a dedicated programme that features live bands playing in the studio. Other programmes (folk, indie, rock and what’s on) also feature live performances each month. A unique collection of recordings of local bands has been created. Local Business News is broadcast for 2 hours a month. We have several What’s On

programmes (13 hours per month). The What's On team complete an average 50 interviews a week with local event organisers or performers. Several of the interviews are featured (or re-edited) as "In conversation with....." programmes (approx 8 hours a month). Occasional live programmes (approx an hour a month) feature events where we arrange for several members of the community at a local event to ring into the studio.

Selected interviews (approximately 50 per month) are now posted on the Listen Again facility of the web site.

Output is broadcast in English.

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

*Community Radio Order 2004: "It is a characteristic of community radio services that they are local services provided primarily (a) for the good of members of the public, or of particular communities, and (b) in order to deliver social gain, rather than primarily for commercial reasons or for the financial or other material gain of the individuals involved in providing the service."*

*"(a) the provision of sound broadcasting services to individuals who are otherwise underserved"*

- Existing local broadcasters are centred in the main conurbations of the North East. Radio Teesdale will provide a unique service tailored to the listening needs of Teesdale residents, visitors, community organisations and businesses.

Radio Teesdale output has been precisely and continuously tailored as set out in the commitment. The key statements throughout the year have been within two message/ station identifiers - "Radio Teesdale. It's Yours!" and "Radio Teesdale. For the people of Teesdale and by the people of Teesdale." Further details of programme content are set out above.

Of the 48 regular presenters, 44 live and/or work in Teesdale. The other 4 reside a short distance (10-15 miles) outside the area. All editorial content is given a local/community relevance and focus. Of the 48 presenters, only 2 had previous broadcasting experience before they joined to Radio Teesdale.

Approximately 150 guests interviews are broadcast (many are repeated) each month.

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

*“(b) the facilitation of discussion and the expression of opinion”*

The station will:

- Develop a website for enhancing communications via web streaming (live and archived broadcast).
- Encourage listener response by using a large number of interactive features such as phone-ins, the website, interviews, text messages & station visits.
- Actively encourage local people with particular views and interests to contribute programming to the station and will supply training and facilities as appropriate to ensure that this will be possible.
- Provide individuals with an ongoing opportunity to promote and discuss community issues and share information.

Presenters constantly announce the contact information and requests for contributions. Various pre-recorded announcements (played constantly as part of the automated system) provide this information to the listener. It is also provided on all marketing in various forms (advertisements, press releases, leaflets and other merchandising).

The Radio Teesdale web site is constantly kept up to date.

<http://www.radioteesdale.co.uk/index.html>

A public on-line photo gallery of over 700 photographs of Radio Teesdale activity is constantly added to:

<http://picasaweb.google.com/RadioTeesdale>

The home page features access to the live streaming and Listen Again archive.

In every live programme, listeners are encouraged to ring the studio (on a line direct to the presenter) or email [studio@radioteesdale.co.uk](mailto:studio@radioteesdale.co.uk).

Listeners text (at their standard rate) to 07781 474422 (putting DALE at the start of the message) are converted to email and available to the presenter to be featured in programming.

Broadcast announcements and advertisements in local literature/community press encourage involvement in the station and offer station visits (without any prior experience being necessary).

An A4 leaflet providing station information and requesting community/individual involvement was widely distributed including delivery to all 13k properties in

Teesdale.

20 community group have had arranged visits (to view, take part in programmes and carryout workshop exercises) the studios. These include schools, Guides, Brownies, Scouts, Special Education Colleges and Media Groups. These groups are always given the opportunity to talk live on air and record a variety of announcements or features. In addition to these a large number of individuals have visited the station to look round.

Every month groups of six business managers receive training on “Microphone Techniques.” They are given a detailed tour of the facilities.

Approximately 150 guests /interviewees are broadcast each month.

### **2.3 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**

*“(c) the provision (whether by means of programmes included in the service or otherwise) or education or training to individuals not employed by the person providing the service”*

Structured training is provided as a matter of course to all new members aspiring to broadcast. These courses consist of two three hour Induction sessions, further supported by regular weekly in-house skills transfer and mentoring. We estimate 50 new members per year to be trained this way.

Provision of ongoing skills development (i.e. soft skills such as interpersonal skills, communication, presenting) and volunteer work placement opportunities for all Teesdale Residents.

The station will provide NCFE Level 2 (GCSE Equivalent level) course in Radio Production in partnership with Bishop Auckland College. We envisage 20 people per year will take up this opportunity.

Active involvement with community organisations: 50 year 1, 100 year 2, 150 year 3 etc up to total penetration of Community and Voluntary Sector bodies in Teesdale to total existing 400 organisations. This means we will have some form of involvement (from creating their own programmes and representation on our Community Focus Groups to reporting/broadcasting information about their activities and “What’s On” features).

Individuals will develop inter-personal skills, presentation techniques, working as part of a team and technical skills including managing the office, sound editing, interviewing, producing a programme, driving the decks, an appreciation of journalism, broadcasting regulations and all manner of skills web, email and computer.

Skills, as set out in the commitment have been gained by those members who have been active in Radio Teesdale through a combination of training, mentoring and experience.

Various planned, but informal (mentoring), training sessions takes place continually. New members are encouraged to work with, shadow and support existing members.

Three formal training courses for volunteers have also taken place over the year. These are:

- 1) 3 week Sound Editing – 10 people.
- 2) 5 week Sound Recording and Editing – 10 people
- 3) 12 week NCFE Level 2 module in Community Radio (completed in conjunction with nearby Bishop Auckland College with Radio Teesdale acting as the Interval Verifier) – 7 people completed.

A group (4 to 6) of pupils from a Teesdale secondary school has visited the studio, for an afternoon each week, during term time over the year as part of their extra-

circular activities. They have created two radio programmes.

In partnership with a PR company, Radio Teesdale holds monthly Radio awareness course. Each 4 hour session gives managers, who wish to represent their organisation on broadcast media, training in being interviewed and getting their message heard. 12 courses (6 to 9 people each session) have taken place.

Membership of Radio Teesdale has grown from in the year from 80 to 180 who are registered as interested and taking part in activities. In any month approximately 110 members will carry out some form of voluntary work at Radio Teesdale.

There are currently 48 regular presenters on Radio Teesdale. Some presenters work on more than one programme. As well as presenting their own shows 14 of the presenters carry out interviews (for one off programmes, features or what's on items) that are used in other programmes or for part of the automated broadcast. This has helped improve their researching and interviewing techniques.

During the last year 11 young people have spent at least a week doing work experience from school or college. Every one has said they valued the experience. Others are scheduled to attend in the following year.

Of the 150 guests each month on Radio Teesdale in the last year, a good proportion has been representing community organisations or businesses. There has been many more than the 50 Community Organisations involved in the production of programmes as was anticipated in the commitment.

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

“(d) the better understanding of the particular community and the strengthening of the links within it”

The station will aim to achieve the following:

Proactive involvement with the community through its people, programmes, ‘outside activities’ and fundraising, becoming an integral part of the community; with a particular focus on combating the widespread geographic isolation of much of the community;

Bridging the gap between the plethora of community organisations, strengthening their purpose, efficiency and productivity.

Promotion of tourist use of local services, notably through strong links with the Tourist Information Offices and Teesdale marketing initiatives.

The on air launch of the station was on the 27<sup>th</sup> March 2007 from the Barnard Castle transmitter on 105.5. Following Ofcom clearance of the frequency of the second transmitter and negotiations with the owners of the tower on which it is located the second (Romaldkirk) transmitter went live on the 14<sup>th</sup> December 2007 broadcasting on 102.1. The switch on of the second transmitter immediately improved the perception of Radio Teesdale being a dale wide project and accelerated the involvement of individuals and groups from the upper dale.

Radio Teesdale has proactively involved the community in its broadcasts. There is a culture whereby there is an open invitation for any organisation to appear on programmes as guests, make programmes or simply record a message as a “shout out.” Specifically Radio Teesdale has:

- Arranged for guests to visit the studio for live and pre-recorded interviews and discussions (as previously mentioned).
- Attended various community events (Farmers’ Markets in Barnard Castle and Middleton, Launch of Tourist Guides, Open Days, etc). Attending members of the community have been linked up to the studio and broadcast live.
- Radio Teesdale Management and Volunteers have given talks to 22 community groups (such as youth groups, Churches Together, Rotary, Colleges) in the year explaining community radio, how the station operates, the station ethos and how groups and individuals can get involved.
- Members of the Management Board of Radio Teesdale hold regular meetings with organisations responsible for Community Volunteering, Tourism, Business Support and Start Up, and a group set up to create a Vision for Barnard Castle over the next 20 years.
- Radio Teesdale was represented at the Teesdale District Council “Audit Fair” where community groups met auditors assessing the local council’s standard of service. This was followed by inclusion on a focus group discussion organised by the auditors.
- Produced special Programmes “one off” special programmes have been

created with interviews and discussions from a wide range of individuals and organisations working in similar areas. These have included programmes on the media literacy, election results, creation of a unitary authority, domestic violence, retail trading, environmental volunteering, music festivals, heritage open days and supporting the elderly. Radio Teesdale also hosted the turning on of the 2007 Christmas Lights in Barnard Castle and have been asked to do so again in 2008.

- Provided information and a series of programmes to help explain being done by the Barnard Castle Vision group. Radio Teesdale has also provided the Vision group with recordings for an innovative “information point” that is to be construction in Barnard Castle.
- Recorded a series of “podcasts” for Teesdale Marketing that provides the listener with itineraries through Teesdale. Radio Teesdale hosts these recordings (which can be accessed from a variety of tourism web sites) on the Listen Again section of the web site.
- Worked closely with The Teesdale Village Halls Consortium, Radio Teesdale develops an extensive “What’s On” schedule. Contributors (event organisers, promoters, theatres, museums, schools, community groups) now routinely send this information direct to the station. The information on events coming up is broadcast throughout the day. It also provides the basis of our regular specialist What’s On programmes (13 hours per month)
- Extended the work of performance groups. Community groups have also been involved in taking original dramas and creating radio plays. Three specially adapted dramas were recorded, edited and broadcast.
- The written work of a 12 local authors and poets was converted into audio stories. These were usually read by the authors themselves.
- Other examples of interesting coverage of interesting community issues were recorded made of young people from Africa who were visiting churches and schools in the Teesdale. This included a church service.
- Visited events or spoken to individuals and pre-recorded interviews – “Radio Teesdale Out and About.” A typical example of how Radio Teesdale brings groups together was with the switch on of the Barnard Castle lights. A number of organisations had planned separate events around the switch on day, but Radio Teesdale (through various previews, interview, reports from the events, hosting the live switch on, etc) brought the activities together.
- Recorded and broadcast a wide range of music performed live in the studio. In the main this has been local musicians with some visiting artistes who have been performing in the area. Approximately 50 different musicians/bands have pre-recorded or performed live on air and been interviewed about their work. A local top 10 for 2007 featuring local bands was created.
- Three “recruitment fairs” have taken place. Each time a dozen community groups had stalls and members of the public were invited to join Radio Teesdale and offer programme ideas.
- Radio Teesdale participated in the CMA national campaigns on Media Literacy and environmental volunteering. As part of the latter Radio Teesdale organised a fair made up of environmental volunteering groups at the premises of Radio Cleveland (the local BBC station).
- Radio Teesdale hosted a celebration of the 1<sup>st</sup> birthday of the station. Various local performs entertained the public and community group representatives that attended.

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

[Additional social gain objectives:

Local people will learn to run a community enterprise.

Development of a new community network through its active membership

Sustaining and promoting local art, cultural traditions, activities & networks.

Opportunities for community members to run their own radio programmes

Radio Teesdale has been managed by local people throughout the year. There has been one paid employee (The Station Manager). All other members (including the Board of Management) are volunteers. As describe elsewhere in this report:

- Membership has risen by a 100 in the year to 180. Membership is free of charge and open to all. 100 are actively involved in the station's activity. 80 are less active but support the organisation as part of the social network.
- Of the 48 regular presenters, 44 live and work in Teesdale.
- The 8 members of the Management Board are all volunteers and active members and leaders within and across the local community.
- Various programming activities promote events, including those relating to performance, art and cultural traditions.

## 2.6 Key commitments: Access and participation

*Community Radio Order 2004: "It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service."*

- The make-up of the station's active members and participants comprises men and women of all ages; school children, teenagers, students, prisoners, business people, long-term unemployed and people with special needs.
- Station located at the heart of the community to encourage participation
- Established close links with other means of communication, such as the Teesdale Mercury newspaper, ensuring our profile remains in the public mind.
- Training programme is a key part of the recruitment process ensuring a constant flow of new participants and material. Additionally our website visibly encourages participation and we advertise in the press.
- Station Manager and two part time volunteers (20 hours each) will be paid. All other positions (around 50) will be voluntary.

The membership of Radio Teesdale is free of charge and fully inclusive. It includes men and women ranging from 11 year old to 80+ year old comprising individuals as set out in the commitment. Of a membership of 180, there are now 110 people who play an active role in the running of the station at any moment in time. This number is growing on a weekly basis.

The station studios and offices are located in Barnard Castle which is the main population (5k out of 25k) centre of Teesdale. Events and groups from all over Teesdale are included in the programming and general operation.

Close links have been formed with other media organisations within Teesdale. The editor of the Teesdale Mercury (based in Barnard Castle) is a guest on a programme every week on the day before the official publication of the weekly paper. The editor of the Blue Gentian (a monthly magazine covering the upper dale) is the guest each month the day before publication.

Broadcast announcements and advertisements in local literature/community press encourage involvement in the station and offer station visits (without any prior experience being necessary). We have held three "Recruitment" fairs in three different towns in Teesdale. Marketing and Press Release literature constantly makes statements about the opportunities that are available to volunteer. The Radio Teesdale web site sets out examples of details of roles and activities that are available for people to carry out.

"Join Us" - <http://www.radiotelesdale.co.uk/wpc14.html>

"Volunteer – can I help?" <http://www.radiotelesdale.co.uk/volunteer.html>

"Operations Team" - <http://www.radiotelesdale.co.uk/operationsteam.html>

"Training" - <http://www.radiotelesdale.co.uk/training.html>

A Station Manager has been employed throughout the year on a full time basis.

Radio Teesdale has not been able to fund the other two part time roles envisaged.

## 2.7 Key commitments: Accountability to the target community

*Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself accountable to the community that the service is intended to serve."*

- RadioTeesdale is an interactive venture - Its main board is made up of community representatives and mechanisms for encouraging and communicating with the community have been established.
- **Community Group Advisory Panel** (to make recommendations based on community involvement, input and best methods of developing community consultation methodologies). This group will generate a range of ideas for ensuring that community based needs and outcomes are fully defined, measured and achieved successfully.
- **Community Listener Focus Group** (to review reach and impact of community information broadcast to the local community)
- **Partnership forum for groups interested in promotion and tourism.** They will specifically review a strategic plan with the objective of establishing how Radio Teesdale can add value to the work of local organisations and community groups in this area and how best this could be measured.
- **Listeners.** Potentially any member of the community, visitor or listener on the Internet. There will be many access points for listeners to provide feedback on items relating to outcomes requiring their views
- The Board is accountable to and subject to re-election by the membership of Teesdale Community Broadcasting Ltd. Membership is open to all who sign up and follow the Members Agreement. No membership fees. All members have the right to vote at the AGM at which Board members are elected and the Company Accounts are approved. All governing documents are available via our website. It is our intention to produce an annual report.

The Management Board of Radio Teesdale is made up of community representatives who are elected at the AGM. An AGM took place in Barnard Castle on the 15/1/8. The Board is constitutionally accountable to the membership as set out in the commitment above. An Officer of Teesdale District Council has been co-opted onto the Board of Management and attends meetings. The Board of Management meet on the third Tuesday of every month.

Members of the Management Board of Radio Teesdale hold regular meetings with organisations responsible for Community Volunteering, Tourism, Business Support and Start Up, and a group set up to create a Vision for Barnard Castle over the next 20 years.

Listener feedback is extensively encouraged in all programmes. In every live programme, listeners are encouraged to ring the studio (on a line direct to the presenter). Listeners can email [studio@radioteesdale.co.uk](mailto:studio@radioteesdale.co.uk) or text (at their standard rate). Texts are instantly converted to email which are available to the presenter to be featured in programming. Pre-recorded announcements requested listener feedback are played during live programmes and during non presenter led automated hours.

## 2.8 Volunteer inputs (see guidance notes on page 2)

Some people take on more than one role, so these numbers are expressed as the full time equivalents. Of the 180 volunteer members, 70 are supporters who are keen to see the station a success or have participated in some way in the past but other commitments (or the fact that they have moved out of the area) are currently preventing them from taking a day-to-day part in the running of the station. The breakdown of the remaining active members is:

48 – Presenters

24 – Occasional broadcasters (including announcers, performers and occasional contributors).

12 – Students (media, technical, journalist students) seeking a career within the media industry.

12 – Young People (who carry out a variety of roles including presenting)

8 – Members of the Management Board.

2 – Administrators and Fundraising

2 – Editing

2 - Technical

Total = 110 members actively volunteering.

As with all voluntary groups the extent volunteers are able to contribute in any one month varies considerably. Presenters scheduled programme output varies from 2 to 20 hours a month with an average of 9 hours each (on air). It is estimated that on average:

- Members of the Management Board, Presenters, Administrators, Editing and Technical Volunteers (62 in total) average 30 hours a month voluntary work.
- Occasional broadcasters, students, young people (48 in total) average 8 hours a month.

This equates to an overall average for all 110 active volunteers of 20 hours per month (2244 voluntary hours per month) which is the equivalent of 12 people working a 37.5 hour week.

## 2.9 Significant achievements

The significant achievements in the first full year of Radio Teesdale Broadcasting include:

- Creating the complete infrastructure to be able to broadcast from two locations across the whole of Teesdale.
- Engaging and involving community groups and individuals far in excess of the numbers set out, by this stage, in the commitment. These numbers continue to grow.
- Establishing and maintaining a programme schedule with volunteers creating programmes to and beyond that which was set out in the commitment.
- The creation of a diverse and professionally produced range of broadcast output by a team of volunteers.
- Raising funds such that all costs have been met during the stations' financial year (July to June) during the first full time year of broadcast.
- Providing work experience, volunteer experience, skills transfer through mentoring and training which has benefits for the community and individuals beyond the activities of Radio Teesdale.
- The development of a fully inclusive organisation that is now seen as integral and fundamental to the community of Teesdale.

## 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**

Charlotte Stow

**Position**

Director

**Station**

Radio Teesdale

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**Date**

29 September 2008