

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2015

Station details

Licence Number

CR000151

Station Name

Redroad FM

Launch Date

27 March 2010

Web address where you will publish this report.

www.redroadfm.com

When will the report be published / available to view?

15 April 2016

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)	79
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]	90
The percentage of your daytime output that is speech	15%
Total number of people trained during the year	63
Total number of volunteers involved during the year	179
Total number of volunteer hours per week	119
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 2014

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Output will typically comprise 85% music and 15% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). 	√	
<ul style="list-style-type: none"> Music output comprises a wide range of genres including dance music, jazz and swing, popular music, reggae, soul, punk and rock, folk and country and western. 	√	
<ul style="list-style-type: none"> Speech output include local and community news and information, which include transport and weather segments, as well as a 'what's on' guide, features for young people, children's stories and interviews. 	√	
<ul style="list-style-type: none"> Output will be broadcast in English. 	√	
<ul style="list-style-type: none"> The service will typically be live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced. 	√	

Explanatory notes re non-delivery (if applicable):

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1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
(a) The provision of sound broadcasting services to individuals who are otherwise underserved		
<ul style="list-style-type: none"> Redroad FM offers a locally-based service which involves the community and focuses on young people in particular. 	√	
<ul style="list-style-type: none"> The station provides volunteering opportunities for people in the target community. 	√	
<ul style="list-style-type: none"> The service is instrumental in sharing information to address community needs. Community information programmes encourage public services, local organisations and businesses to use the station as a platform to get their message and information across to local residents. 	√	
(b) The facilitation of discussion and the expression of opinion		
<ul style="list-style-type: none"> Redroad FM encourages discussion and invites opinion through its interview features. 	√	
<ul style="list-style-type: none"> The station will invite discussion from listeners through text messages, phone in shows and website discussion board forums, for example Twitter. 	√	
(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		
<ul style="list-style-type: none"> Training and volunteering opportunities are offered to members of the local community with a specific emphasis on young people. 	√	

• Station volunteers are offered training in subjects such as studio etiquette, broadcast guidelines and rules and health and safety.	√	
• Redroad FM provides local, regional or national accredited training programmes targeted at increasing the employment and skills of the local community.	√	
(d) The better understanding of the particular community and the strengthening of the links within it		
• The station will enable the target community to share information through its community information programmes.	√	
• The station works in partnership with local groups and organisations to facilitate community well-being. Redroad FM adheres to initiatives like Every Child Matters in its approach to youth programming.	√	
• Regular open youth and wider community sessions are offered, giving local community members the opportunity to have a voice and influence the station's programming.	√	
Additional Social Gain objectives (if any are specified in your licence).		
• Information relating to services and local amenities will be made public through the station's service and in partnership with Rotherham's local authority.	√	

Explanatory notes re non-delivery (if applicable):

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1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
• All members of the community are welcome to get involved in the activities of the station. People are able to get involved through various means, such as joining the Redroad FM membership, attending meetings associated with the station and work experience placements.	√	
• Members of the community are able to participate in the management of the service through the Redroad FM Action Group. The Action Group will consist of company directors, members, service users and other community members. The group's principle function will be to steer the day-to-day broadcasts and make recommendations to the board of directors.	√	
• Members of the community may be elected or co-opted onto the board of directors, and are able to make contact and influence the station's operation by attending open Redroad FM meetings.	√	

Explanatory notes re non-delivery (if applicable):

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1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Redroad FM agrees targets set by the directors and station members. The management group monitors progress and evaluates the quality and impact of the service and the station's annual report is used as a medium to disseminate this information. 	√	
<ul style="list-style-type: none"> The station holds an Annual General Meeting which is open to the public. It is publicised on the station website and on air. 	√	
<ul style="list-style-type: none"> The station has a complaints procedure for listeners as well as a grievance policy for employees and volunteers. 	√	

Explanatory notes re non-delivery (if applicable):

1.7 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.

The approximate number of hours worked on an average week per volunteer, per week is approximately 2 to 3 hours.

The input of volunteers is mainly through radio presenting. However several volunteers contribute in other ways as follows;

Directors
 Management & administration
 Sales & marketing
 Information technology
 Programme scheduling
 Web design
 Entertainment events
 Training
 Production

The young people involved are mainly engaged through partnership work with youth organisations. This involves learning opportunities that contributes to addressing isolation and skills development.

1.8 Significant achievements

In the year 2015 the station has;

Successfully involved 179 volunteers in the 2015 broadcast with the ratio of 111 men to 68 women.

Delivered Master Classes in Radio to 63 young people of mixed abilities, ageing from school year 3 to year 13.

Employed a Community Radio Support Worker.

Provided music entertainment at local charity events in the local community, to enable funds to be raised for good causes.

Volunteer undertook a 27 hour live broadcast to raise funds for a child in need.

Continued to build and maintain links between listeners and local business.

1.9 Audience research

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

Audience research data has mainly been collected through the use of communication technologies, for example online streaming statistics, social media, emails, SMS messaging and Redroad FM website.

Audience research data is also collated from partnership working for example young people's evaluations and parental feedback.

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	<i>Trevor Grossett</i>
Name	Trevor Grossett
	Director
Station	Redroad FM
Email address	trevor@redroadfm.com
Telephone number	01909 808794
Date	31 March 2016

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 15 April 2015.