

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR000100

Station Name

Wirral Radio 92.1

Launch Date

01/03/2008

Web address where you will publish this report.

www.wirralradio.co.uk

When will the report be published / available to view?

1st June 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)	126
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]	133
The percentage of your daytime output that is speech	32.4%
Total number of people trained during the year	99
Total number of volunteers involved during the year	68
Total number of volunteer hours per week	4
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
✓ Output typically comprises 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).	✓	
✓ The balance of music output covers a general mix, including 60s, 70s, 80s, and current day with additional programming covering Rock, Easy Listening, World, Local bands and Dance. A smaller proportion of output may also be dedicated to other types of music, depending on volunteer input.	✓	
✓ Speech output includes community news, sport and information, national news and weather, outside broadcasts, topical advice and information, discussion and debate, interviews with local characters, and readings from local authors.	✓	
✓ Weekly Open Access Air programming also features, providing local community groups and organisations the opportunity to make their own programme. Participants (open to all ages) are given access to the studio and technical support.	✓	
✓ Broadcasting is in English, though community groups are free to broadcast in other languages through the Access Open Air programme.	✓	
✓ The service will typically broadcast live and original output for 12 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 and other commitments

Key commitment delivery	YES	NO
✓ 7 Waves Community Radio provides discussions and advice on issues such as benefits, pensions, and housing for the people on the Wirral, particularly the elderly and socially excluded.	✓	
✓ Specific target groups for the project include the elderly, the disabled, lone parents, ethnic minorities, the unemployed, people with literacy and numeracy challenges, and all other groups facing social exclusion. 7 Waves Community Radio provides around 50 training places for target groups per annum, through liaison with Wirral Metropolitan College.	✓	
✓ The station is committed to ongoing community liaison to ensure that groups' and individuals' views and input are sought, and information about local issues is broadcast.	✓	
✓ The station promotes employment, and opportunities of gaining employment, through its training programmes designed to enhance skills and help socially excluded and disadvantaged groups into employment.	✓	
✓ The project actively continues to develop partnerships with other agencies, offering the opportunity for air time and issue based programmes.	✓	

✓ Through the research element of the training programme the project works with the local communities to identify and resolve issues relating to the local environment. This raises community awareness on environmental issues and uses local knowledge, skills and resources to initiate change.	✓	
✓ The project targets disaffected young men with a view to tackling anti-social behaviour and crime.	✓	
✓ The station has at least 50 volunteers including presenters, news editors and community contacts.	✓	
✓ The Radio Station is based in an existing vibrant Community Centre, with immediate availability to the local community.	✓	
✓ The Board includes directors who are representatives of the local community. It considers and acts upon (as appropriate) feedback from the community and from participants in the service. It is accountable to the target community.	✓	
✓ The Community News and Features team, supported by the community contacts ensures that the views of and input from the community are heard and that programming takes such input into account.	✓	
✓ The Management Board regularly considers all comments and complaints. The complaints procedure is published.	✓	
✓ The Annual General Meeting is held as an open meeting for the community to express its views of the operation of the station and its programming.	✓	

Explanatory notes re non-delivery (if applicable):

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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.

<p>Some volunteers work 20 hours some 1 hour The number of volunteers is 68 and the average works out at 4.2hrs per week per volunteer Broken down is 202 hrs on air, 39 hrs production, 14 hrs cleaning, 12 hrs admin, 5 hrs events, 14 hrs other.</p>

1.6 Significant achievements

<p>Broadcasting in the struggling economic climate 5948 people through the doors New application on phone Over 650 Interviews Almost 100 live links 36 school placements 120 training sessions 24hr karaoke challenge held at station Workshops and talks in more schools</p>

New partnerships with agencies
Longer and more popular what's on guide
Live football coverage from local teams weekly

1.7 Audience research

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

We have collected data from our listeners they have more options to contact us now. They can telephone, text, shout out via web, email direct to studio and also the app on the phone has three ways to contact us. We have people walking in the station and still receive post through the royal mail service asking for dedications. Through The What's On guide we have identified more voluntary groups and charities are contacting us and using the free service to promote their work.

Emails into studio 19,998
Shout outs via web 28,030
No of apps downloaded ios 486
No of apps downloaded android 130
No of text into studio 3,576

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>P. Murphy</i>
Name	Pauline Murphy
Position	Station Manager
Station	Wirral Radio 92.1
Email address	pauline@wirralradio.co.uk
Telephone number	0151 637 3790
Date	20/2/14

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.

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