



Community Radio

Key commitments annual report form

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Issue 5

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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

CR034

Station Name

Pure Radio

Launch Date

13th September 2006

Web address where you will publish this report

www.pureradio.org.uk in the "About Us" section

PLEASE NOTE: Each section can be expanded to take as much information as you need to provide.

1.2 The year in numbers

Please specify the station's achievements in the 10/11 year in numbers as follows:	
Average number of live hours per week	89 hours
Average number of original programming hours per week (this may include pre-recorded as well as live material but should not include repeats).	123½ hours
The percentage of your live daytime output that is speech	24.2% Speech 69.5% Music 6.4% Advertising 6am-7pm Weekdays
Number of people trained over the course of the year	76 in Total 50 Volunteers, 5 Staff, 3 trainees, 23 Contributors 45 – On-the-job coaching 22 – Legal Training 17 – Community Radio Features Workshops 21 – New Volunteer Induction 21 – Open Day / Taster Sessions 14 – Presenter Snoops Feedback Sessions 14 – Cooledit Software Exercises 3 – Work placements 8 – BBC Radio Manchester Community Radio Bootcamp
Number of volunteers involved over the course of the year	81 people registered active volunteers during 2010-11
If appropriate, a list of languages you have broadcast in	All broadcasts in English

(Please also include this information in the following sections where relevant)

1.3 Key commitments: Programming

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme / promotional trails and sponsor credits).
- Music output will comprise a mixture of contemporary, alternative and classic adult orientated rock/album tracks (around 70%) and more specialist (around 30%) such as urban, blues and soul and world music and including local and unsigned musicians (around 10%).
- Speech output will include local news, local sports news and information, advice, round table discussion and debate, information, support, promotion, and appeals related to specific areas of disadvantage.
- The service will typically be live for at least 8 hours per day, usually during daytime. (Live programming may include pre-recorded inserts, or repeated output, if applicable). The majority of the output will be locally produced.
- Output will be broadcast in English, although community information may occasionally be broadcast in other languages.

Music to Speech Output

Pure 107.8FM has continued to meet its programme commitment on output which is typically 70 per cent music and 30 per cent speech.

A report run from our RCS Mastercontrol playout system in May 2011 showed the weekday output between 6am-7pm was 69.5% Music, 24.2% Spoken content and 6.4% Advertising Spots.

Some elements of Pure's output have more speech content than others. For example our sports show on a Friday evening and our live Stockport County football coverage is 100% speech based from 2.20-5pm on a Saturday afternoon. Our magazine style community programmes broadcast between 7.30-8.30pm under our 'Total Access' brand would typically contain 40%-50% speech. Over a typical week our output will be very close to the 70/30 requirement.

Music Output

Pure 107.8FM during daytime output plays a mix of contemporary, alternative, classic orientated rock and album tracks.

Artists included on the playlist include bands and solo artists which come from or live in the Stockport area, including Smiths / Morrissey, 10cc, Paul Heaton / Beautiful South, Oasis/ Beady Eye, ABC, Simply Red, The Verve, Badly Drawn Boy and The Hollies. We have continued to champion bands on daytime which have come through specialist evening programming such as The Dutch Uncles from Marple who are now enjoying wider success and recognition.

Stockport's Finest, Pure's competition to find the best local music talent in the borough, launched in March 2009, returned for another successful run in the Summer of 2010 featuring 16 local acts. This has now established itself as a major event on the Pure 107.8FM daytime features calendar, which is building support locally and it will be back for another run featuring the best local bands and artists towards the end of 2011.

Specialist Music Programming. We have an eclectic range of specialist music programmes, covering music from all genres. Here is our current list of specialist music programming as at March 2011:

- The Guest List - Guide to local gigs (Mon – Thurs 6.30-7.30pm)
- Rock 'n Roll Legends -1950's & 1960's classic Rock 'n Roll (Mon 9.30-11 pm)
- Play Something Country – Country, rockabilly mostly 1950's & 60's (Mon 11pm- midnight)
- The Stockport Years – Golden years format with local stories (Tue 8.30-10 & Fri 7.30-9pm)
- Resurrection Revivals – Classic Indie (Tues 10pm-midnight)
- Way Back Grooves – Funk, Soul, Reggae, Acid Jazz (Weds 8.30-10pm)
- Soul Patrol – Eclectic Soul music (Wed 10pm–midnight & Sat 9-11pm)
- Keep It Real – Indie & Local Live Bands (Thurs 8.30-10pm)
- Fuzzbox – Punk, New Wave & Ska (Thurs 10pm-midnight)
- The Mix Tapes –Retro chart and commercial indie mostly 1990's (Fri 9-11pm)
- Roots & Fusion - Blues, Celtic, Folk, Americana, Jazz, Reggae (Fri 11pm-Sat 1am)
- Below Zero – Eclectic late night ambient chill-out tunes (Sat 1-3am)
- Northern Soul Floorfillers (Sat 6-7pm)
- Edge of Heaven – Classic Pop & Disco (Sat 7-9pm)
- International Departures – World, Latin, Alternative Europop (Sat 11pm- Sun 2am)
- Electric Dreams – 80's Electro Pop (Sun 1-3pm)
- Album Club – Album tracks from new releases and classic albums (Sun 3-6pm)
- The Resurrection – Unsigned Local Bands & Indie (Sun 6-10pm)
- Sunshine Underground – Alternative & break through artists (Sun10pm-midnight)

In 2010-11 we have introduced two new specialist music programmes into our schedule, both are produced and presented by volunteers.

The Mix Tapes is a Friday night music show with the feel of a compilation tape you might give to a friend. The show has a retro feel with most of the music coming from the 1990's. The show is presented by one of our volunteers who joined us in June 2009. Since she became a volunteer she has returned to higher education to take a degree course in Radio Production at Salford University and is now also presenting the Saturday Breakfast show on Pure. As well as being an entertaining listen, "The Mix Tape" has played a role in developing a volunteer who is serious about a career in the radio industry.

Below Zero is a late night weekend show that plays a wide variety of low tempo and chilled contemporary music. The show has also featured local music events and festivals.

Exposure for Local Bands is given across our output with scores of musicians, many of them from the local area visiting our studios for interviews and to play live acoustic sets. We also play local bands that are getting radio airplay for the first time. The following shows regularly feature local bands; The Guest List, The Basement, Keep It Real, Roots & Fusion and The Resurrection.

Stockport's Finest. For the second year running we ran our station-wide competition for local bands. Another 16 local bands competed in the competition which ran from May until September 2010. Each week two local bands go head to head to compete for listeners' votes. We received a total of 1,159 e-mail votes. Audio packages were created on each band and played three times a day during breakfast, daytime and drive programmes. Podcasts of the packages were published on our website and received 2,139 downloads.

Speech output

Local & National News - Pure has a strong commitment to covering truly local news in Stockport. Reorganisation of the news department has meant that local bulletins, which in the past were concentrated on the Breakfast and lunchtime audience have been extended into the afternoons. We employ a journalist to prepare, write and read news bulletins

Each weekday we broadcast 18 news bulletins including 6 featuring sports updates. A further four community news features and a daily business briefing are also on our schedule. These bulletins are a mixture of local and national news (provided by IRN). This allows us to react to local stories and give them the priority that they deserve in the bulletins. A more detailed community news story is also broadcast at 11:30am and 3:30pm each weekday. Plus the News Editor is able to report breaking news at anytime across the daytime schedule.

We work closely with key agencies including Greater Manchester Police, Stockport Council, Stockport's Primary Care Trust & Foundation NHS Trust and Greater Manchester Fire & Rescue Service. We also have strong links with the areas' MPs, local Council press office and local councillors.

We are committed to cover news in every ward within Stockport, so listeners will hear the stories about economically deprived areas like Brinnington and Adswood as well as more prosperous suburbs like Cheadle Hulme and Bramhall.

Sports Coverage - For the fourth season in a row, Pure has broadcast full match commentary from every Stockport County game. These rights were given up by Stockport's commercial radio station back in 2007 and without Pure's coverage a vital resource for the community (and much needed publicity for the club) would be lost.

This has been a difficult period in the club's history. Stockport County were in administration from April 2009 until June 2010. The threat of liquidation hung over the club which also suffered two consecutive relegations and fell out of the football league at the end of the 2010-11 season. Eight volunteers play a crucial role in producing the weekly sports show.

We also cover Stockport based rugby union club Sale Sharks and report on various other sports including amateur football, darts, British Tourist Cars, cycling and swimming.

Total Access Community Programmes - We have four magazine style community programmes presented by volunteers under our "Total Access" Brand:

- New Horizons (over 50's), Sundays 7-9 am repeated Mondays 7.30-9.30 pm
- Stockport Focus, (community magazine programme) Tuesdays 7.30-8.30 pm
- The Basement (teenagers & young adults) Wednesdays 7.30-8.30 pm
- Under The Rainbow (Lesbian, Gay, Bi & Trans) Thursdays 7.30-8.30 pm

Our Total Access programmes are typically 40%-50% speech to music. To increase awareness and signpost listeners to content on our community programmes, we run three teasers throughout the day Monday to Thursday; promoting that evening's show.

The Big Guide is our station wide regular feature which runs at least 30 times per week giving what's on information. Information has included gigs at pubs around the borough, amateur theatre group productions, charity fundraisers and community fun days / events.

Your Space is our guide to volunteering opportunities in the community and gives publicity to charities and voluntary groups. The feature runs 30 times a week and has covered many local community groups and charities including:

- Blood Service
- St Ann's Hospice
- Adswood Art Group
- Age Concern Stockport
- Alzheimer's Society
- Anthony Nolan Trust
- Beechwood Cancer Care
- Cale Green Park Association
- Stockport Care Schemes
- Marple Carnival
- Heald Green Festival
- Together Trust
- Stockport Mind
- Stockport Credit Union

Podcasts

In August 2009 we launched a podcast service giving listeners the opportunity to listen again to speech content. This has proved popular as the figures below show. These figures were taken on 1st April 2011 and exclude RSS feeds and iTunes subscriptions. In total 41,591 podcasts were downloaded during 2010/11 up from 14,435 during 2009/10.

Programme	Total Downloads of 2010-11 postings as of 01/04/11*	No. of Podcasts Posted April 2010-March 2011	Total Downloads as of 01/04/11*	Total Number Podcasts Posted	Average No. Downloads per Posting
Pure County	14,649	69	23,038	136	169.4
New Horizons	1,541	25	4,945	60	82.4
Under The Rainbow	418	9	4,163	59	70.6
Breakfast	2,577	34	3,713	47	79.0
The Basement	1,877	34	3,153	46	68.5
Stockport's Perfect Pub	0	0	2,910	29	100.3
Cellar Tapes	82	1	2,891	24	120.5
Stockport's Finest	2,139	29	2,139	29	73.8
Stockport Focus	957	15	1,731	22	78.7
Pure Sharks	839	12	1,592	25	63.7
Pure Sport	1,002	25	1,002	25	40.1
Roots & Fusion	458	6	895	10	89.5
Fuzzbox	598	8	830	10	83.0
Long Lunch	217	3	681	8	85.1
Pure Recommends	0	0	669	6	111.5
Stockport Years	113	2	457	5	91.4
Rock 'n' Roll Legends	142	1	384	2	192.0
Pure News	308	4	308	4	77.0
Guest-list	154	1	267	2	133.5
Resurrection	0	0	116	1	116.0
Radio Festival	79	1	79	1	79.0
Way Back Grooves	63	1	63	1	63.0
TOTAL	28,213	280	56,026	552	101.5

Live programming locally produced

As of March 2011, our weekly live output is normally 89 hours that's up 5½ hours a week from this time last year. This is principally because we have brought the Breakfast show forward to begin from 6am.

On weekdays we are live for between 14-15 hours a day, on Saturdays for 10 hours and on Sundays 6 hours a day.

The vast majority of our speech output is locally produced with regular local news and sport bulletins during the day. The focus is to cover local stories and supplement with clips from IRN when covering national stories.

We are currently broadcasting 129 hours of radio each week (no change on 2009-10) of which typically 89 hours are live programmes (up 7% on 2009-10) and 40 hours are pre-recorded.

Output in other languages.

Our output continues to be entirely in English. The demographic of the local population means there is an unusually small demand for broadcast in other languages, especially for an urban area.

The 2001 census showed Stockport only has 4.3% Black or Ethnic Minority communities – less than half the average across England (9.1%).

1.4 Key commitments: Social gain objectives

“(a) the provision of sound broadcasting services to individuals who are otherwise underserved”

- Pure Radio will involve members of the community in producing and presenting output. Programming will be based on issues researched and raised by disadvantaged communities. There will be wholly inclusive opportunities for people with severe disabilities to take part in the radio station.
- The disadvantaged communities are drawn from Stockport's indices of deprivation. The indices include deprivation in: income; employment; health; education, skills and training; people facing barriers to housing and services; living environment; and those affected by crime. In addition Pure Radio broadcasting will aim to reach supplementary indices particularly focusing on deprivation affecting: older people; young people; and the disabled.
- Programming will also cover a broad range of sporting events, for example, when applicable, lacrosse, paralympics, and crown green bowling.

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

- Marginalised individuals and groups who rarely get an opportunity to broadcast will be given the opportunity to come into the studio to debate and share the issues that affect them. Pure Radio will provide information, help, support and promotion by bringing issues into the public domain.
- There will be regular opportunities for on-air discussion and debate via round table discussions, interviews and phone-ins.
- Pure Radio community producers and the station manager will assist in the preparation and technical expertise required to broadcast issues in an effective and listenable way. Debate will be free from jargon and issues will be identified and packaged by ordinary people.

“(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”

- A range of training opportunities will be made available to disadvantaged people in Stockport. Unemployed trainees will be able to undertake training in our studio and training facility.
- The following activities are planned:
- Technical radio training with Age Concern employees to enable programming targeting older people issues.
- Training with people from Brinnington Community First to enable programming targeting regeneration issues in one of the most deprived areas in the UK.
- Training with a journalist from a Stockport newspaper on how to report on social issues sensitively to increase their knowledge of disadvantage in order to more positively promote issues previously under-reported affecting our target groups.
- Educating employers through “Discovery Days”.
- Training in partnership with two local colleges.
- The station will aim to provide the following training annually:
- Key skills training aimed at people with learning disability or their mentors - six increasing to eight;
- Adult learning taster sessions - six;
- In total there will be up to 60 volunteers involved in the station
- Up to 30 volunteers will receive training in: radio presentation (show and features),

interviewing skills, audio editing, basic broadcast law, features production to the standard of City and Guilds level 3, media techniques (15 in year 1 increasing to 30 in year 2);

- 26 full-time volunteer places targeting people with severe disabilities as radio marketing trainees and programme assistants;
- 42 part-time volunteer places in programme related roles;
- 32 active voluntary and community groups and organisations as weekly participants in the radio station rising to 50 over 2 years;

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

- The station management will build a better understanding of the target community and strengthen links within it by working with community groups in regeneration areas.

Additional social gain objectives:

- Pure Radio will work with the local council and health trust to disseminate key information about relevant initiatives.
- Pure Radio will promote economic development within the area by building links with Chamber Business Enterprises and providing opportunities for the Council to discuss initiatives such as ‘Investing in the Heart of Stockport’.

A) The provision of sound broadcasting services to individuals who are otherwise underserved.

Community Involvement in Producing, Presenting and Running Station

Pure 107.8FM's commitment to working with people from a cross section of the community is reflected in the monitoring of the diversity of our active regular volunteers. As at March 2010: (figures as declared in records of registered volunteers.)

Physical Disability	4
Black / Minority Ethnic	2
Mental Health Issues	2
Learning Disability	7
Learning Difficulties (e.g. Aspersers / Dyslexia)	4
Unemployed	5
Over 60's	7
Living in deprived area	13*
Lesbian, Gay, Bi or Trans	3
Volunteers in 1 or more categories above	53%

* Areas included as deprived are: Brinnington, Reddish, Adswold, Offerton, Gorton, Denton & Collyhurst.

Total Access - Volunteer involvement in our 'Total Access' branded community programmes has continued to develop. Each programme is presented by volunteers with a member of staff acting as an Executive Producer to oversee the programme. Volunteers are encouraged to take more responsibility as they acquire new skills and confidence.

Three of our four Total Access programmes are now entirely produced by volunteers who are responsible for all production tasks including planning schedules, writing scripts, generating content, driving the studio desk and editing audio. This year we have developed a group of three new volunteers who work as a team producing The Basement, our youth programme. These volunteers are aged 24-31 and all have serious aspirations about a career in radio.

We have found that our volunteer producers on the Basement and Under The Rainbow have not only taken responsibility for and ownership of the programmes they produce, they have also gradually become more involved in coaching, developing and encouraging other volunteers.

Our four Total Access programmes aimed at different communities:

- New Horizons (over 50's), Sundays 7am-9am, repeated Mondays 7.30-9.30 pm
- Stockport Focus, Tuesdays 7.30-8.30 pm
- The Basement (teenagers & young adults) Wednesdays 7.30-8.30 pm
- Under The Rainbow (Lesbian, Gay, Bi & Trans) Thursdays 7.30-8.30 pm

To raise awareness of our Total Access Community programming teaser features are run each day during our daytime programming schedule – 3 times a day Monday-Thursday. These preview content on the programme, raise the profile of these early evening programmes and showcase the work of volunteers in mainstream programming.

New Horizons – seven retired volunteers have worked on New Horizons during 2010-11. Three as regular presenters of the show, three produce features and another volunteer, who works on other areas at the station helps out if any of the presenters are not available. The team continues to develop in terms of both confidence and the quality of their work. They have never been afraid to try new challenges.

Two members of staff work with the New Horizons volunteers, producing the programme encouraging the volunteers to generate content and improve the quality of the broadcasts.

New Horizons is a magazine show with lifestyle, health and entertainment features. The programme covers a wide range of issues that are relevant to people over 50. Stockport NHS has supported the show since January 2008 and each week we have a health feature in our surgery with a local GP. Also included is a weekly poetry slot, 'Thought for the Week' presented by team of Stockport's Clergy. There are also interviews with community leaders, councillors and key players in the borough.

The New Horizons presenters have interviewed a variety of celebrities including Chas Hodges from Chas 'n' Dave, former Blue Peter presenter Janet Ellis, impersonator Alistair McGowan, TV presenter Charlie Dimmock, TV chef Phil Vickery and comedian Bill Oddie.

Just some of the other subjects covered on New Horizons in 2010-11 were:

- Holistic Therapies
- Stockport's Citizen's Advice Bureau
- Local health services consultation group, Stockport LINK
- Stockport's Healthy Weight initiatives
- Mental health charity, Mood Swings
- Charity, Disability Stockport
- Stockport's Road Safety Campaigns
- Regeneration proposals in the borough
- Hadrian's Wall walk by local retired lady for Stockport charity the Seashell Trust
- Cheadle Green archaeological dig
- Stockport Heritage Days
- Charity Parachute Jump for Stepping Hill Hospital
- Stockport Fair Trade Group
- Services available at local pharmacies

Stockport Focus is our community magazine programme which has now been produced and presented by volunteers for over two years. The programme is produced by one volunteer and presented by another. Other volunteers are encouraged to submit features and material.

22 volunteers submitted features that were broadcast on Stockport Focus during 2010-11, two of these volunteers also presented the programme and two others worked as volunteer producers. The majority of the features contributed by volunteers are edited packages recorded on portable, the majority of the volunteers also edit the audio ready for broadcast. This level of volunteer involvement allows us to cover many more events in the local community.

During 2010-11 we had a change of personnel with the volunteer producer, who had done an excellent job putting the show together for the previous 18 months. She is taking a break from working on the programme to concentrate on her final year studies of her foundation degree in Radio Production, which she is taking at the School of Sound Recording in Manchester.

In the run up to the May 2010 general election our News Editor ran two special programmes with interviews with all the parliamentary candidates standing in the four parliamentary constituencies across the borough. The election night count was covered by a volunteer who stayed up all night to get interviews with the returned MPs for our breakfast show and then created a special report for Stockport Focus on the following Tuesday.

Some of the events and subjects covered on Stockport Focus during 2010-11 included:

- Stockport participants in Spencer Tunick's mass naked artwork "Everyday People"
- Chairman of the Poynton Engine Museum receives a MBE
- Stockport Carnival
- Oasis Club, coffee morning and activity club for local retired people
- Eric Stewart from 10CC talks about founding Stockport's Strawberry Studios
- The Big Boat project by Social Enterprise The Big Life Group
- Stockport Plaza Ghost Hunting
- All Together Active programme for families with weight issues
- Marple Food & Drink Festival Review
- Boxing club working with ex-offenders
- Stockport Lacrosse Club competing in international competitions
- Proposed closure of Offerton School
- Air Raid Shelters, including interviews with blitz survivors
- The renovation programme at the Stockport Plaza
- Advice of on-line security
- Stockport Plaza's Panto
- Business Incubator – low cost business start up programme
- Arts on prescription project for people with long term health issues
- Christmas Craft Fair at Stockport Art Gallery
- Christmas Tree Recycling
- Debra Charity Shop
- Stockport Hat Works Museum
- Crazy Monkey Martial Arts Classes

The Basement – is our youth programme. 18 volunteers have worked on the programme during 2010-11 including our new production team of three volunteers aged 24-31. The team continues to take more responsibility for preparing and producing the programme.

Regular features on the programme produced by volunteers include; The Basement Gig Guide, The Basement Quiz and The Plings Guide (a list of activities from the young person's activity website www.skplings.net.) The show also has regular debates and interviews / studio sessions with local young bands.

Throughout the year we had regular contributions from a point of contact at the youth service Connexions Stockport. This included the creation of a spoof agony auntie character who gave serious advice to young people using humour. We also run interviews with information on initiatives that Connexions were running in Stockport including:

- Applications to local colleges and further education establishments
- How to apply for the Educational Maintenance Allowance
- Apprenticeships in Stockport
- Job Search Week
- School Leavers' advice
- Advice for college starters
- A Level & GCSE results
- Part-time jobs
- UCAS applications and clearing process
- Alternatives to Higher Education

Some of the volunteers have had the opportunity to interview celebrities. This is something which individuals in the group take a lot of pride and kudos from doing. They are encouraged to research their guest, prepare questions and cues so that they leave a professional impression with celebrity guest and listeners. Guests on the show this year have included comedian character Lee Nelson, Peter Dickson and Lloyd Daniels from X Factor and TV presenters George Lamb, Ben Fogul and Stephen Mulhern.

Other subjects included on the Basement during 2010-11:

- Local young people stripping off for Spencer Tunick's naked artwork "Everyday People"
- Stockport's Personal Best 2012 Volunteering programme to win tickets to Olympics
- Internet national cheerleading competition
- Stockport teenage wins World Childcare Student 2010
- Ebony & Ivory, community group that promotes multi-cultural activities for teenagers
- Odd Theatre Company working with young offenders
- The winner of Miss Teen Stockport
- Proposed closure of Offerton School
- Stockport Sports Trust Footy League
- Cheadle Hulme High School pupils contributed to the show with a round table debated which was recorded after a studio tour

Under The Rainbow – Is our Lesbian, Gay, Bi-sexual and Trans (LGBT) community programme. The show is completely produced by local LGBT volunteers. Five volunteers worked on Under The Rainbow during 2010-11.

Each week we cover news on LGBT and equality issues and give details of local social groups and activities in our "Big Rainbow Guide" and "Community News".

The volunteers who make the programme have established a really good network with local LGBT community groups, especially The Base (Stockport LGBT youth group), People Like Us Stockport (PLUS), Out In Stockport (LGBT community network founded by Stockport NHS, Age Concern & Stockport Council) and the Lesbian & Gay Foundation (LGF), this has helped them to continue to generate content relevant to the local LGBT community.

The Under The Rainbow team has covered a host of subjects relevant to the LGBT community from hate crime and discrimination to sexual health and social clubs and community groups.

There was comprehensive coverage of LGBT History Month with a full programme of events being organised in Stockport. The participation of Stockport based LGBT community groups at Manchester Pride was also covered in depth over a number of weeks.

Some of the other stories covered on Under The Rainbow during 2010-11 included:

- Volunteering opportunities with the Lesbian and Gay Foundation
- Hate Crime reporting with Community Relations Officer for the police in Stockport
- Surrogacy advice from local solicitor
- Bi-phoria, support group for bi-sexual people
- International Women's Day - Sugar and Spice 2011
- LGBTI Christians - House of Rainbow inclusive vision of Christianity for LGBT people
- People Like Us Stockport, an LGBT social group historic gay walk around the town
- Stockport actor Danny Miller nominated for National Television Awards, for gay storyline
- LGF's Stop Smoking Services
- Unitarian Church acceptance of homosexuals
- It Gets Better Project - support for young people being bullied for being LGBT
- Funding cuts impact on the Lesbian and Gay Foundation
- Charity Body Positive North West - World AIDS Day activities
- In dept interview with trans-gender activist Christine Burns MBE
- England & Sale Sharks rugby star Ben Cohen speaking out against homophobia
- Big Brother's Nadia Almada talks about being a high profile transsexual woman
- Village CAB, Citizens Advice Bureau on adoption, civil partnerships & employment rights
- George House Trust, charity for people living with HIV celebrated it's 25th anniversary
- LIK:T Summer Camp, young women's peer health project for lesbians & bisexuals 14 -25
- Enough is Enough campaign for International Day Against Homophobia.
- Village Spartans chosen to host international gay rugby tournament, Bingham Cup 2012
- Sexuality Summer School , University of Manchester Centre for Sexuality and Culture
- Great British Bear Bash, an event for hairy men and their admirers in Manchester
- Great Manchester Run fund raiser for The Lesbian and Gay Foundation
- Cervical screening for lesbian and bisexual women previously excluded as it was thought that they were lower risk from HPV virus

The volunteer Presenter / Producer of Under The Rainbow catalogues all the features broadcast on the programme on a Facebook site, complete with the latest edition of the programme on a listen again facility (less music for copyright reasons).

<http://www.facebook.com/undertherainbowonpure>. This acts as an invaluable one-stop shop full of information and content relevant to LGBT community in Stockport.

The team of volunteers working on the show has changed over the last twelve months. The volunteer producer/presenter has done a great job holding the project together by encouraging new volunteers to get involved whilst continuing to generate high quality of new content every week.

People with Learning Disabilities – Administration Roles. Since 2009 we have developed the capacity and role of volunteers with learning disabilities who are helping us to maintain our play out system. We have purchased a new terminal point that has allowed us to increase the number of volunteers involved in this role

We currently have four volunteers working on this and a fifth person has attended sessions, is enjoying the process, and is due to be signed up as a volunteer soon. Three of the four current volunteers completing this role require one-to-one support. The other volunteer has a less profound disability and no longer needs a support worker as his disability is less severe and he is now capable of completing the task with little or no supervision.

One of the volunteers who completes this task recently appeared on the front page of The Stockport Independent newspaper after collecting charity donations for selling copies of a CD he recorded singing in our studios at Christmas 2010.

Volunteers on Autistic Spectrum Involved In Programming On our youth programme The Basement, one of the volunteers has Semantic-Pragmatic Language Disorder and another has Asperger Syndrome. Both continue to play a vital part in the programme preparing content, producing features and presenting the programme with other young volunteers.

Sensory Disabilities Since 2007 we have employed a former volunteer who has been blind since birth, he is employed through the 'Hours Work' programme for two hours each week. With the aid of a support worker he is making packages which feature classic radio comedy acts such as the Goons and Hancock's Half Hour. He researches, scripts and records the features. Despite being bright and articulate, at the age of 59 this is the only paid employment he has ever had.

Asperger Syndrome We continue to work with a volunteer with a learning disability who has a talent for making up anagrams. His anagrams have been used on three separate programmes across our output.

Pure Crew Pure 107.8FM works with our parent company, Pure Innovations giving opportunities to people with severe learning and physical disabilities to join the Pure Crew, our radio marketing team. The team wear a branded uniform and travel in Pure 107.8 FM branded vehicles giving people a positive impression of disabled people in the community. 14 different service users access Pure Crew every week, normally 4 each day.

The Pure Crew are supported by Care Services staff to go out into the community and promote the station on a weekly basis by handing out flyers/leaflets, taking dedications from members of the public and attending any events that Pure 107.8 FM supports including Stockport Beer Festival, Bramhall Rugby Club, Torkington Park fun day, Brinnington fun day, etc.

Other Examples of Broadcasting for Disadvantaged Communities

Your Space Details of our 'Your Space' feature, which is free to community groups and focuses on volunteering opportunities are detailed in this report – section 1.3, page 6.

How 'Kool's' Your 'Skool' - Since May 2010 we have run this feature on our Breakfast show during term time. 32 local schools were featured during 2010-11, from across the whole of Stockport Metropolitan Borough Council including schools in disadvantaged communities. The children are given the opportunity to record their own feelings on how cool their school is. The Pure Breakfast show presenters spend time coaching a number of them through writing and reading scripts to be broadcast during the feature.

Each morning during the school run at around 8.35am we broadcast the feature recorded the week before at a local primary school. Children aged 7-11 give clues to a mystery item in the 'Kool Skool Sketch Phrase' and on Fridays one of the teachers is quizzed by the children in 'Kids Question Time'. Over 200 children were featured during 2010-11 from schools across the whole borough of Stockport. The feature is then available as a download from our website – Over 2,100 podcasts were downloaded by end of March 2011.

Pure Recommends - Our lunchtime programming, Mon-Fri 11am-2pm regularly covers community subjects in more detail. Some of the community events and activities featured during 2010/11 included:

- St. Anns Hospice
- NK Theatre Arts
- Stockport Plaza
- Hatworks Museum
- Comedy for Christchurch Earthquake Appeal
- Brinnington Youth Night
- Stockport Air Raid Shelter
- Xpose Yourself, Charity Fashion event
- Awesome Walls, Climbing Centre
- Stockport Art Gallery
- Stockport Beer and Cider Festival
- Adswold Art Group
- Stockport Cats Protection Society
- Tiva Dance Studios
- Farmers Festival Marple
- Starlight Dance Company
- Grimm Up North Festival
- Stockport Heritage Day
- Hungry Pigeon Festival
- Marple Food and Drink Festival
- Marple Choir
- Manchester Midnight Walk
- Oxjam
- Homeless Charity, The Wellspring

Broadcasting a broad range of sporting events

There are eight professional football clubs in Greater Manchester, including four Premiership sides. As a result Stockport County fans are underserved by other radio stations who chose to focus on higher profile clubs. As a result Pure's dedicated coverage of The Hatters, which can reach seven and a half hours a week, is almost unique in the market and well received by the community.

The radio station also prides itself in covering a broad range of sporting events, with the draw of Stockport County commentary ensuring that these features are heard by a large audience.

In the last twelve months the station has continued its commitment to the Stockport District Sunday Football League, with a weekly feature on the amateur game in the borough. Regular interviews have been broadcast with Stockport Metro's swimming team, including elite swimmers James Goddard, Keri Anne Payne and Michael Rock.

In addition the following features have also been broadcast in sports programming:

- Stockport Angling Club's restoration of the Heaton Mersey reservoir
- Call for entries to the Woodford 10k charity run plus a roadshow at the event
- Tom Jordan from Marple playing for England in the Amputee Football World Cup
- Terry Donlan, Stockport's Doubles Table Tennis World Champion for over 80's category
- Barry McGuigan launching a Boxing Academy at Stockport College
- Stockport darts stars Tony O'Shea and Darryl Fitton launching a fire safety campaign.
- Stockport NHS campaign on exercise reducing the risk of stroke.
- Stockport man Michael Waterhouse, who ran 7 marathons in 7 days for Help the Heroes.
- Non League club Cheadle Town FC's 50th Anniversary celebrations
- Call for entries to Romiley, Marple and District Lions Swimathon
- Raising awareness of the Stockport Basketball Club.
- Talking to students who train at the Stockport College Darts Academy
- Promoting Mike High from Edgeley's charity canoe challenge around the Cheshire Ring.
- Focus on Cheshire rower and London 2012 Olympics hopeful Matthew Landridge.
- During Wimbledon 2010 'How Kool's Your Tennis Club' feature on Breakfast show

B) The facilitation of discussion and the expression of opinion.

Marginalised individuals and groups who rarely get an opportunity to broadcast will be given the opportunity to come into the studio to debate and share the issues that affect them. Pure Radio will provide information, help, support and promotion by bringing issues into the public domain.

Through our local news and community programming – Pure 107.8FM gives a variety of local groups a platform to broadcast to the local community every week. Here are some examples:

For the second year running young ex-offenders working on a project with The Odd Theatre Co. and Stockport Young Offenders team visited our studios to record a piece about the project they had been working on. The scheme aimed to engage former offenders in positive activities. They spoke about their experience on the project and played a music track they had recorded on our youth programme, The Basement.

The Ebony & Ivory Community Organisation, a group aimed at promoting multi-culturalism and encouraging young people from different ethnic backgrounds to get involved in positive activities came into the studio for a discussion on their group.

Local teenagers from the Gatley Youth Centre successfully applied for a grant to purchase musical equipment. The young people came into our studios to tell us about the process and play some of their music.

Students from Marple & Cheadle Sixth Form College who visited our studio in December 2009, returned in April 2010 to produce a feature on the alternative vocational further educational option, Career Academies.

In July 2010 over 30 pupils from Cheadle Hulme High School came on a studio tour got to sit in on a live show. After being given some direction and coaching some of the pupils produced studio debates that were broadcast on our youth show The Basement.

It is difficult for community groups and individuals in certain areas of Stockport to have their voice heard on other radio stations areas especially in areas like Brinnington, Adswold, Shaw Heath and Offerton because low rates of employment and relative economic deprivation. Pure is committed to ensuring that news is broadcast from all areas of the borough so that no-one becomes disenfranchised from the airwaves.

In addition to this our "Your Space" feature publicises volunteering opportunities with local groups. See section 1.3 of this report, page 6 for more details.

We have hosted a number of outside broadcasts working with local community organisations within Stockport, many in support of local charities and community groups. Many of these events have been supported by Pure Crew's Pure 107.8 FM's Radio Marketing Team.

There will be regular opportunities for on-air discussion and debate via round table discussions, interviews and phone-ins.

'The Basement' youth show has a weekly feature where volunteers comment and debate an important topical issues of interest to young people. The team have a weekly round table debate covering local and national topics. It is important that this is their debate; each week the team discuss a topical issue chosen by a member of the team. Some of the subjects debated on The Basement during 2010-11 included;

- Young People & Money
- Under 18 Ban on Sun Beds
- Working Abroad
- Facebook; campaigns on Facebook, slang used, Facebook etiquette and security.
- Fifa World Cup - Are vuvuzelas annoying and should goal line technology be introduced
- Unlicensed drivers
- Is the 'Big Society' a good idea?
- Worst film sequels
- Why are young people so bad at D.I.Y.?
- Tuition Fees
- Youth Unemployment
- Teenage girls on the pill
- Xmas Number One
- Is Direct Action justified?

'New Horizons' the programme aimed at over 55s, has a similar debate feature focussing on an issue of concern or interest to older listeners. Each week they discuss the merits of 'Paul's Pearls' tips on healthy lifestyle or saving money from a volunteer. The programme's regular weekly round table debate feature, 'Talking Sides', has included discussions on a variety of topics both serious and light hearted. Just some of the subjects covered during 2010-11 are below:

- Are older people a burden on society?
- Has retirement made you happy?
- Is old Fashioned romance not dead?
- Diabetes advice
- Silver Surfers' Day
- Cholesterol risk
- Grey Gap Years
- Advice on checking your boiler
- Why are people so embarrassed about Prostate Cancer?

'Under the Rainbow' has a weekly LGBT news feature which as well as giving listeners news and information of the stories of interest to the gay community, gives the volunteers on the show the opportunity to chat about the issues and offer their opinions.

'Future Playlist' is a daily feature on our Breakfast show. It turns the spotlight on new music, where three presenters discuss a new single, and give their opinion and score it out of ten.

Pure Radio community producers and the station manager will assist in the preparation and technical expertise required to broadcast issues in an effective and listenable way. Debate will be free from jargon and issues will be identified and packaged by ordinary people

All of our output has a radio professional responsible for it. An experienced trained journalist oversees all our News and Sports coverage, whilst an Executive Producer oversees all of our Community Programmes to ensure any audio produced by volunteers is of broadcast standard.

Some of our more capable volunteers have taken on additional production responsibilities during 2010-11, four of our three Total Access community programmes are now produced by volunteers.

We give our volunteer presenter snoop sessions, coaching and training to ensure the radio we broadcast is of a high technical standard, is well packaged and uses appropriate language so it can inform, educate and entertain.

More details on the training available to volunteers is detailed in section 1.4C of this report on pages 20-23.

C) The provision of education or training to individuals not employed by the person providing the service

Developing Volunteers

Due to the nature of running a full time radio station, we continue to be committed to supporting volunteers as they develop their competencies in terms of technical, creative and editorial skills by making radio in a vocational environment. Pure 107.8FM has created training programmes designed to fit in around volunteers' time pressures and other commitments so they can apply the skills learnt to the work they are doing for the station.

We recorded 307 volunteer hours of training during April 2010 - March 2011 and 60 hours from non-volunteers (people attending open days and workshops either before went through the volunteer induction process or those who did not become volunteers). However, this time does not include coaching and on the job training received whilst making radio or training time.

One measure of progression is an increase in the standard of radio being made by volunteers and the increased level of involvement that established volunteers have in producing programmes. This is well demonstrated by the progress that the teams of volunteers working on our 'Total Access' community programmes have achieved which is detailed in section 1.4A of this report, pages 11-15.

Strategy for Developing Volunteers

When many people first express an interest in volunteering it is often with the view to presenting a programme. We already have a schedule full of established volunteer presenters who take priority over new potential volunteers. Only 35% of the time our volunteers recorded during 2010-11 was presenting programmes, so we are keen for new volunteers to be given the opportunity to get involved in other areas that add value to the station.

Pure 107.8FM has continued to offer training for volunteers to produce radio features, by running workshops that give both existing volunteers and potential new volunteers the skills they will need to make a package appropriate for broadcast.

We encourage new volunteers to get involved in producing features for our community programmes but volunteers who are keen to present are given the opportunity to develop their skills presenting programmes in late night or early morning slots. In total eleven volunteers have come through this route over the last couple of years which has led to many of them being given slots in higher profile parts of our schedule. Volunteers are encouraged to create a demo for late night programming and if successful they are given a six week trial.

Volunteer Training

Community Radio Features Workshop - We ran workshops with two groups during 2010-11, the first group from March-May 2010 and the second October-November 2011. The workshops are a series of five sessions designed to give new volunteers and those without prior radio experience the skills to produce the features. The course covers the selection of an appropriate feature, writing cues, using recording equipment, final production and using a format and style in keeping with Pure.

In total 17 people attended the workshops, 12 completed the course with 8 going on to become regular volunteers.

Legal Training - Our Head of News who is a trained journalist, has developed a course for legal training for radio. We require that all our presenters have legal training and open it up to other volunteers who may become presenters in the future. The course covers a basic introduction to contempt of court, defamation & libel and privacy laws. The course is compulsory for all new volunteers who are speaking on-air and is offered to other volunteers as a refresher.

During 2010-11, 22 people attended the legal session, including 17 volunteers, 2 individuals who expressed an interest but did not become volunteers and three members of Pure Innovation staff who are involved in making radio as a project.

Cooledit Training - We have developed a range of exercises to help volunteers develop their competencies using audio editing software. These materials are available to all volunteers, who are encouraged to book in their first session with the Volunteer Co-ordinator to set them off and they then they go through the exercises at their own speed.

Studio Desk Driving / RCS Play Out System Training - Volunteers have the opportunity to learn how to drive the studio desks and operate the play out system through one-to-one sessions. Volunteers without presenting experience are encouraged to complete a demo pre-recording on Pure's system for consideration for a late night programme. Volunteers can also practice presenting a live show from the back up database.

Digital Recording Equipment Training

We have replaced our mini-disks with zoom digital recording kits. Volunteers are offered one-to-one tuition and given a guide to using the equipment. This is also covered in our Community Radio

BBC Radio Manchester Community Radio Bootcamp - 7 volunteers and one member of staff, were invited to attend the third series of Community Radio Bootcamp training sessions ran by BBC Radio Manchester in February and March 2011.

Volunteer Recognition

We appreciate the importance of recognition of all the hard work our volunteers put into making the station a success. Once again we organised an end of year party for all the volunteers at Edgeley Park Football Ground and held an awards ceremony to acknowledge outstanding contributions people had made and to inspire fellow volunteers.

Volunteers were offered the opportunity to nominate fellow volunteers in various categories. The winners were chosen by a panel of radio staff and trophies were awarded to the successful individuals.

Volunteer Progression – Careers & Paid Work

During the period April 2010-March 2011, five of our volunteers have taken up paid work in either radio or the media for the first time.

Two of our current volunteers have part-time short term contracts working for BBC Radio Manchester as Broadcast Assistants. One said "I got offered this work after I completed a placement for a month at BBC Radio Manchester. The legal, editing and writing training I received on Pure's Community Radio Workshops definitely helped me to achieve this as it swayed my interviewer and even got me the interview in the first place. Ultimately Pure provided a solid grounding in broadcasting and allowed me to gain the experience and confidence I needed to help to move on my career and gain more experience." Another volunteer recently left us to work as a Production Assistant on Radio 5 Live.

Two other young volunteers, one who is still volunteering with us have recently secured work as Researchers / Runners at Granada Television.

Volunteer Progression – Additional Studies in Media

A volunteer we mentioned in last year's Ofcom return when she went back into full time education taking a level 2 qualification in radio production with Radio Regen, has since gone on to a Foundation Degree course in Media Studies at Salford University

A retired volunteer has been volunteering with Pure since August 2007 recently enrolled on Radio Production Skills level 2 course with Radio Regen. He was keen to learn work after completed Pure's Community Radio Workshops. He started volunteering as a tech op for our football coverage but now also presents his own specialist music programme and contributes to one of our community programmes. He plans to take a level 3 course in Radio Production in the autumn and says his only regret is that he didn't do it years ago.

As reported last year one of our volunteers started a foundation degree in Radio Production at the School of Sound Recording in Autumn 2009. Key 103 sponsored her, paying half her fees and giving her a work experience placement. This sponsorship was gained because the radio package the volunteer produced on our community features workshop impressed the panel. She also secured a work placement at BBC Radio Drama. She is currently in the last year of her studies so the amount of time she is able to commit to Pure has reduced but she is still involved producing radio that can be used by Pure and also submitted for assignments.

Six former volunteers are now employed by Pure 107.8FM. One of our full time members of staff as a Presenter / Executive Producer was a volunteer on our early RSL. One former volunteer has been employed on a freelance basis working around 30 hours a week for the station since March 2009. Three ex-volunteers are employed as freelance presenters for weekend programmes. Finally, we employ an ex-volunteer, who is blind, two hours a week on the Hours Work programme with the aid of a support worker trained in operating Cooledit software and using recording equipment. He has continued to improve and is making short features for broadcast.

One of our former volunteers who left us to present drive time show at local commercial station, Imagine FM, is now also presenting weekend breakfast show on Heart North West.

Open days

During 2010/11 we ran two open days / taster sessions to introduce ourselves to potential new volunteers and explain the volunteering roles available and what is involved in volunteering. 21 people attended the open day sessions and 10 have become volunteers.

Work Experience Placements

We took three trainees on placements during 2010/11. Two from the Future Jobs Scheme and one from the North West Vision & Media Apprenticeship course.

D) The better understanding of the particular community and the strengthening of the links within it

Pure 107.8FM's Links With Community Groups

Since Pure began to broadcast full time in September 2006, we have continued to establish and develop links with community groups that work in our area. These links continue to strengthen as the relationships is mutually beneficial with community groups eager to raise awareness of events and initiatives within the local area and Pure 107.8FM looking to local content to broadcast.

"The station has provided a platform for hard-to-reach groups ...It has also allowed us to air issues important to disabled people, which generate a lot of positive response....Publicity, marketing and raising awareness in the general community is one of the most difficult areas for charities like us. Pure Radio has provided a very user-friendly medium to help us in this area. - **Kieran McMahon, Director, Disability Stockport**

Other network of volunteers is an invaluable tool in make meaningful connections within the community. Many of our volunteers already have their own involument with community organisations and they also help us to cover and attend many local community events throughout the year.

"I have always been impressed by the opportunities which Pure Radio has given to its volunteers. I remember being first interviewed in Brinnington by a team of volunteers and, after that, I seem to meet roving reporters from Pure at all the community events I attend in the constituency. It is such a great way of offering employment training as well as boosting the vital links with community groups in the town." **Anne Coffey, Stockport MP**

Pure 107.8FM's community content breaks vital local information into bite size chunks, so we can signpost listeners to local services which can help them or their families. We are also keen to promote community participation and cohesion. Our Pure Recommends feature on the Long Lunch programme highlights ways local residents can get involved in local activities and community groups.. Just some of the groups and events featured during 2010-11 included; St. Anns Hospice, NK Theatre Arts, Stockport Plaza (trust owned theatre), Hatworks Museum Comedy for Christchurch Earthquake Appeal, Brinnington Youth Night, Stockport Air Raid Shelter Museum, Awesome Walls (indoor climbing centre), Stockport Art Gallery, Stockport Beer and Cider Festival, A Laugh In Stock (comedy night), Adswold Art Group, Cats Protection Society, Comedy for The Christie Hospital, Dynamite & Tiva Dance Studios, Farmers Festival Marple, Stockport Heritage Days, Marple Food and Drink Festival, Marple Choir, Together Trust (children with disabilities) and The Wellspring (homeless charity)

"Stockport is one of the most polarised boroughs in the country and we have pockets of deprivation where people are in genuine need. As the lead councillor for the voluntary sector and responsible for leading the stronger community partnership, Pure Radio has been vital in getting our message across to vulnerable people in our priority areas, securing them practical help and assistance and reducing the feelings of isolation experienced by some of our diverse communities. Pure Radio has been a beacon of hope to many in our community. Many have attended events or been encouraged to contact the health services, police, fire and rescue, welfare and debt advice services, or received strength, help and encouragement to turn their lives around after hearing about the assistance available on Pure Radio. I have lost count of the times people have told me I didn't really know where to turn or I didn't have the confidence to try until they heard the powerful campaigns being promoted on Pure Radio." - **Councillor Helen Foster- Grime (Executive Councillor for Communities)**

“We are a new carers group and would like to attract new members and volunteers. Thank you for the appeal you put out for office equipment. We got a reply and hope to pick the equipment up soon. Thank you on behalf of our group.” – **Sheila Heald, Stockport Choices For Carers**

Pure 107.8FM’s Link With Local Businesses And Regeneration Projects

We have built links by showcasing many local businesses with our ‘Workplace of the Week’ feature. Locally based workplaces that took part in 2010/11 included;

- Love Handles
- Floors 2 Go
- Vogue Beauty
- St. Anns Hospice
- Malbern Windows
- Alma Lodge
- Amazing Sounds
- Bakers Vaults Pub
- Barista
- Bellyflop TV
- Binary Box
- Blackshaws Café
- Blue Cat Café
- Booths Ainsworth
- Church Inn Pub
- Little Sports
- Dangerous FX Fashion Boutique
- Farmers Arms
- Fingerpost Pub
- Golden Days Garden Centre
- Holdsworth Mill
- Kiddiwinks Nursery
- Kimleys Dress Agency
- Kingsmill
- Last Monsoon
- Marys’ Flower Basket
- Metro Taxi
- Moor Suite
- Moo Boutique
- Nixons Farm Shop
- NK Theatre Arts
- Orangery Bar and Restaurant
- PJs Pantry
- Saver Passport
- Shawheath Insurers
- Sillis Sandwich Shop
- Sounds Great Music
- Specsavers
- Street Cheer
- Tiva Dance Studio
- Universal Granite
- Vogue Beauty
- Zoom Play Centre

Stockport's Perfect Pub The pub sector has been suffering declining sales and tough market conditions. Our station wide promotion 'Stockport's Perfect Pub' supported 16 local pubs giving them exposure on daytime radio. It's the second time we have run this popular competition which runs from March – June 2011. Listeners were invited to nominate their favourite pubs and a variety of pubs were chosen from community locals, destination gastro pubs to music venues. Updates and details of the competition appear on our website each week, visit the webpage for details;
www.pureradio.org.uk/community/stockports-perfect-pub

Relationship with Stockport Metropolitan Borough Council

Pure has a good network of contacts within Stockport Council (SMBC). Our parent company, Pure Innovations Ltd became independent of SMBC in July 2005 with a TUPE transfer of staff. The company that became Pure Innovations had grown from departments providing various day care and employment services within SMBC over a 20 year period.

In addition to this our staff and volunteers continue to establish and strengthen links with SMBC departments through our work broadcasting stories covering local initiatives. Our News and Sport Editor has a good working relationship with the SMBC press office and good contacts with both officers and councillors.

"Pure plays a vital role in supporting our campaigns and communications in the borough, which we know are so essential in improving the lives of all those who live here. Your news coverage is accurate and fulsome, we applaud your commitment to the range of diverse and minority audiences that live in Stockport. In particular we would like to highlight the support you have shown for our local citizens' awards "Proud of Stockport" which honour ordinary people doing extraordinary things. Pure embodies the spirit of Proud of Stockport, and we look on you as an active partner in our plans to make the borough a place where people choose to live and invest". - **Councillor Dave Goddard, Leader of Stockport Metropolitan Borough Council**

Relationship with Stockport NHS

We've build a good relationship with Stockport NHS sponsored our community programme 'New Horizons' for four years. The range of subjects we've covered, working with Stockport NHS including alcohol advisory service, and quit smoking campaigns. 'New Horizons' has our weekly surgery with a local G.P. from Gatley Medical Centre dealing with a different medical condition covered each week, mainly of which are common for the over 55's. 'Under The Rainbow' also covers many stories relating to sexual health. Especially around projects dealing with HIV and targeted messages sexual health at the LGBT community giving frank and honest information on sexual health issues.

During 2010-11 Stockport NHS has had to make some tough decisions on where to spend it's budget including the closure of a walk in centre in Stockport and stopping the funding given to the Lesbian & Gay Foundation. Chief Exeuctive of Stockport NHS Richard Popplewell has taken the opportunity on a number of occasions to come on Pure 107.8FM to explain the reasons behind these decisions and to tell residents where they can receive replayment services.

Unfortunately our sponsorship from Stockport NHS has also recently come to an end due to their current financial restraints.

1.5 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."

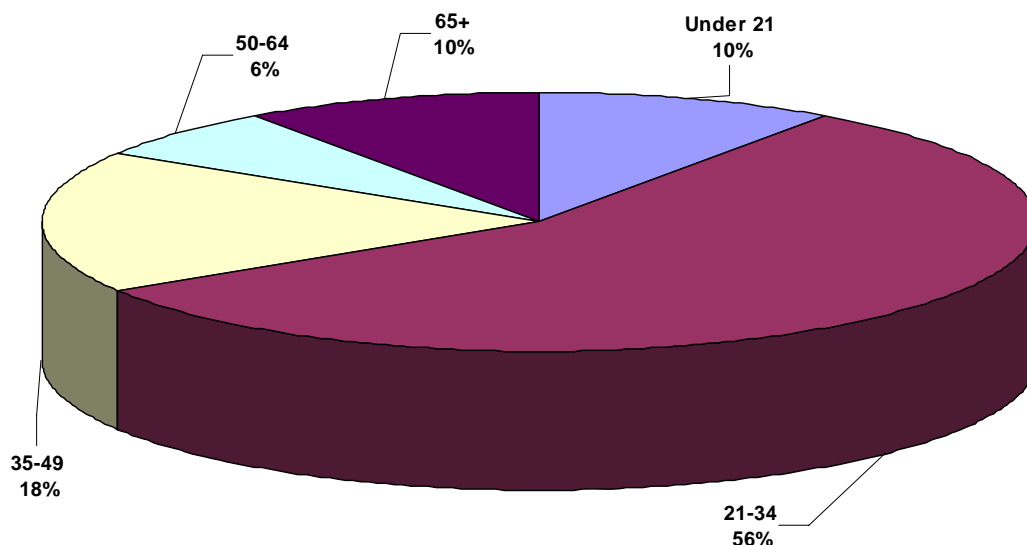
- The community will be responsible for producing, presenting and researching the output of Pure Radio. Pure Radio plans to have around 60 regular volunteers from the target community actively involved in the running of the station. Pure Radio will use its relationship with community forums to recruit additional participants in the operation of the station.
- Fully accessible building which complies with the Disability Discrimination Act.

Access & Participation – We are committed to offering participation in our programming to the whole community. This is demonstrated by the diversity monitoring of our volunteers see section 1.4A of this report, page 10. and the wide variety of community groups that have been featured or have contributed to broadcasts as mentioned in detail throughout section 1.4A of this report.

Male Bias - We are aware that there is a gender bias towards male volunteers and that this has always affected the radio industry. Between 2008-2010 the station lost a group of very talented female volunteers, five of whom left us to take up paid work in the radio industry. During 2010-11 we recruited 9 new female volunteers and the percentage of female volunteers at the station has grown from 25% to 37%.

Residency – 71% of Pure volunteers are resident within Stockport Borough. Those who are not, tend to live close by or they have a connection with Stockport and have moved out of the Borough. We do not limit volunteering opportunities to those living within Stockport.

Age Range: - Our youngest volunteer is 17, whilst our oldest volunteer is 87. The graph below is the split of age ranges of active volunteers as on April 1st 2011.



Our studios are housed in Stockport Council owned offices in the Sanderling Building, Cheadle Heath which complies with the Disability Discrimination Act.

1.6 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."

Pure Radio will assess the effectiveness of its sound broadcasting services to underserved individuals through:

- Feedback from community organisations (via quarterly questionnaires to involved groups); feedback from involved volunteers and community groups; website feedback from Listeners' Forum (day to day); and the radio marketing team (daily contact with members of the target community throughout the borough).
- Pure Radio also has involvement in the "State of the Borough" debate. This forum shapes future programming, provides an opportunity for feedback and builds further links in the community.
- Pure Radio will report quarterly to the Board on progress against social gain objectives. These reports will feed into the annual report which will be issued to Ofcom and published by them and Pure Innovations on our web site.
- By year 2 we intend to introduce an annual social audit. This will chart the station's overall progress against its social gain targets. This report will be published as an annex to the Pure Innovations annual report. All reports are made available on the Pure Innovations Ltd web site.

We record and respond to any comments or complaints that come through to the station and respond appropriately. Here are some examples of comments from our listeners during 2010-11:

"I appreciate you mentioning my grandad on the radio. It just proves how much your heart is within stockport and the community."

"Great coverage of albums, length & breadth of music spectrum; better still not too much pop."

"Thank you for your response to my query. I really appreciate the trouble you have taken to establish the track in question."

"Incidentally, more often than not Pure is now my station of chose when listening in the car, along with XFM."

Accountability and Interaction with Our Target Community

Pure Crew, our radio marketing team, is made up of Pure Innovations' (our parent company) service users with severe learning and physical disabilities who are supported by Care Services staff. The Pure Crew is out every week within the community and passes back any comments made about the station to the radio team.

We continue to encourage interaction with our target community through social media. Back in mid February 2010 we re-launched our Pure 107.8FM Facebook Fan Page. During 2010-11 we have increased our followers who like our page from 489 to 861. During the same period my received 162,920 views of our page and 938 interactions.



Accountability within Pure Innovations

Monthly volunteer statistics are produced which go direct to the Chief Executive of Pure Innovations and are subsequently reported back at quarterly Board Meetings. A copy of a report is attached with the hard copy of the submission.

We make regular presentations to Pure Innovation's Senior Management Team in terms of the activities and progress of Pure 107.8 FM.

1.7 Volunteer inputs (see the separate guidance notes)

Number of volunteers:

The 62 active volunteers were working at Pure107.8 FM as of 1st April 2011, that's up 1 on the same time the previous year. This figure excludes the service users with disabilities regularly volunteer with our marketing team, the Pure Crew.

The number of volunteers playing an active role in the station is at a manageable level given the stations resources. Although we are not currently undertaking activity designed to recruit large numbers of volunteers, we will continue to give people who approach the station the opportunity to get involved. We will also looking at recruiting individuals with specific skill sets who can add value to the radio station and facilitate the opportunity for more volunteers with learning disabilities to become volunteers.

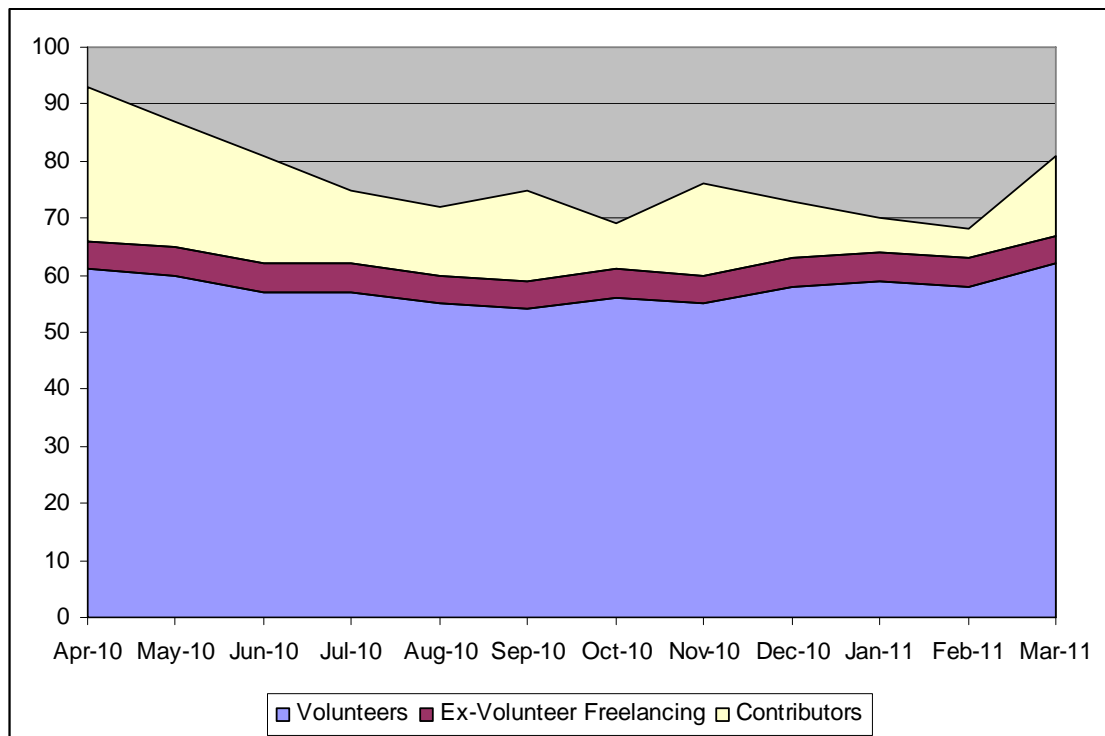
Pure 107.8FM's definition of volunteers - We only count people as volunteers once they have been contributing to Pure for a short while. New volunteers are taken through a formal interview to induct them into the radio station and become fully signed up volunteers. Individuals who have expressed an interest in volunteering and have spent some time at the station working on a project are recorded as contributors until they have been through the process of an interview, induction and CRB check to become a fully signed up volunteer. We only count people as active volunteers if they are contributing regularly to the station.

Regular Contributors - We also have regular contributors who tend to guest on volunteer's programmes. For example on New Horizons we have five representatives from the local clergy, representing various religious denominations and a G.P. from Gatley Medical Practice, all of whom contribute occasionally, maybe once every month to six weeks.

Pure 107.8FM Volunteers	Active Volunteers	Contributors	% Volunteers from Stockport	% of volunteers male
Apr-10	61	27	70%	75%
May-10	60	22	73%	73%
Jun-10	57	19	75%	74%
Jul-10	57	13	77%	74%
Aug-10	55	12	75%	71%
Sep-10	54	16	76%	70%
Oct-10	56	8	77%	68%
Nov-10	55	16	75%	67%
Dec-10	58	10	76%	66%
Jan-11	59	6	73%	64%
Feb-11	58	5	72%	65%
Mar-11	62	14	71%	63%

Former Volunteers Freelancing – five former volunteers are now employed by Pure on a freelance basis. Four as presenters and one as a contributor on the Hours Work scheme. One of our full time members of staff volunteered on Pure's RSL.

The graph below shows regular active volunteer numbers have stayed consistent around 60 during 2010-11. We aim to maintain this level of involvement as stipulated in our licence.



What roles are performed by volunteers:

Some of our volunteers perform more than one role for. For example, some of our presenters also tech op our football coverage. The following shows the primary role of volunteers as at 1st April 2011:

Presenting Shows	32
Contributing Features	10
Tech Op	5
Data Entry	4
Producers / Production Assistants	4
Website Updates	2
Promotions & Events	2
Support Worker	1
PR / Press Officer	1
Researcher	1

Approximate number of hours worked on average per volunteer per week:

During 2010-11 we recorded 5,496 volunteer hours which was made up of:

Presenting	1,945	35%
Training	307	6%
On Site, not presenting	2,069	38%
Off Site	1,175	21%

The average time volunteers spent per week over this period was **1.83 hours**.

The amount of time differs greatly between individuals rather than between roles depending on how much time they can regularly commit. For example one of our retired volunteers presents a music programme, tech ops the football coverage and helps out on a community programme – his input is amongst the highest.

Most of our volunteer presenters have shows either 1.5 or 2 hours each week, the amount of prep they put into their programmes may differ. Some of our more capable volunteers who are serious about a career in the media have longer programmes and volunteer more time preparing their content.

Some of our volunteers who contribute features to community programmes either do so on a monthly or adhoc basis. They tend to volunteer fewer hours than presenters.

The amount of volunteering hours recorded also fluctuates throughout the year with the lowest average of 1.45 hours per week being recorded in July 2010 and the highest of 2.16 hours per week recorded in March 2011.

1.8 Significant achievements

Pure 107.8FM has successfully re-applied / extended its licence to broadcast until 2016. The significant level of support offered by a wide range of individuals and organisations demonstrated the achievements of Pure in its first five years of service and emphasised the on going benefits of the work the station does in the community.

Pure has continued to develop our use of social media which are growing in popularity and expanding the opportunity for interaction with listeners and the community. During 2010/11 the number of Facebook followers to our main station page has increased 76% to 861 and podcast downloads totalled 41,591 during the 12 month period up 288%.

The station has continued to develop the role of volunteers in daytime programming and higher profile roles on air. The Saturday Breakfast Show is now presented by a volunteer, who has progressed through a number of late night and off peak shows. The Guest List has also progressed in early evening starting at 6.30 promoting the live music in the Stockport area. Both these show are presented and produced by volunteers who have also been given experience of presenting a range of daytime shows on a temporary basis to cover for annual leave of staff presenters, giving them wider experience and an opportunity to expand their CV.

We have implemented a process of more structured feedback for volunteers to develop their programmes and skills beyond initial training and coaching and give perspective on their future development and possible career options.

There have traditionally been a number of areas where Pure has found it difficult to find volunteers to carry out certain roles which require specific attributes or skills. This year in addition to our development of new and inexperienced individuals we have specifically targeted volunteers to fill more specialist roles. This has been a success which has led to volunteers taking up a number of positions, especially within community show production and research areas, which we had hitherto been unable to fill.

We have continued to build on our an interactive relationship with the community we serve by attending a wide variety of community events, recording and broadcasting live content from many of them. This has given us the opportunity to engage with communities across the borough including areas of social deprivation such as Brinnington and Adswold.

Our "How Kools Your Skool" feature has given our breakfast presenters the chance to meet with more than 200 Stockport school children during the year and given them the opportunity to record their own feelings on how cool their school is. Time is spent coaching a number of them through writing and reading scripts to be broadcast during the feature. We also podcast the feature for each school.

We have continued to build on our record of successfully developing volunteers who have left us to take up full time jobs in radio or gone on to study media related subjects at a higher level. This year five more of our volunteers have taken up paid work in either radio or the media for the first time. The volunteer who left us in 2009 to present Drive Time on local commercial station for Imagine FM, is now also presenting weekend breakfast on Heart North West, where she is now followed by Jason Donovan on a Sunday.

1.9 Significant difficulties

Do you wish this section to be kept confidential? No

We have found it difficult to attract funding into the station. We would like to use funds to develop accredited training resources. We have found this particularly challenging given the current climate where government and/or council funded initiatives are being reduced or withdrawn.

Our parent company is reliant on the majority of its income from the public sector. Many of our show sponsors are/were from the public sector too. The recent public sector spending review has put pressure on these areas and has already led directly to the station losing sponsorship revenue.

We would find it challenging to gear up to take additional capacity to start new projects given the current resources (both staff and capital) we have available are already fully deployed. It is also a stipulation of many potential sources of funding that only new initiatives will be considered.

Pure faces on going challenges from new media; developing and expanding use of our website and facebook / twitter and staying ahead of technology. We are helped considerably by a small team of volunteers who weekly contribute to the website and help move forward Pure's strategy to develop new media.

Would like to have more information on our audience but do not have the resources to fund research.

1.10 Audience research

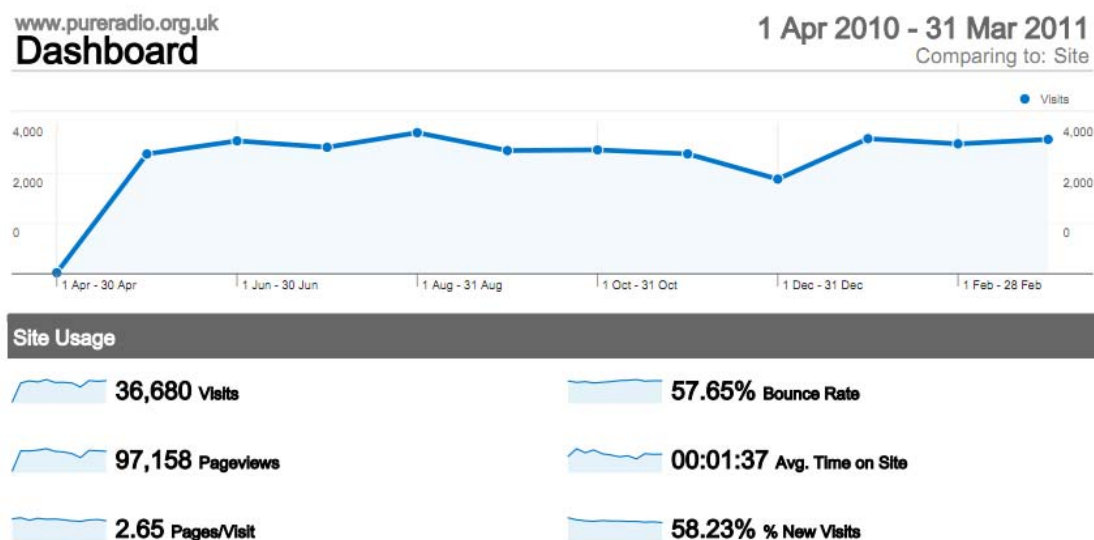
Please provide a summary of any audience research/ data you have collected during the year.

We commissioned MORI to research our listenership figures back in March 2007. They found that we had 27,000 listeners across Stockport.

Since then we are confident that this figure has increased significantly due to the station being more established, our Stockport County coverage and the increase in our transmitter signal.

Website Traffic

During 2010/11 our website received 36,680 visits from 21,879 absolute unique visitors with 97,158 pages viewed. See the summary below:

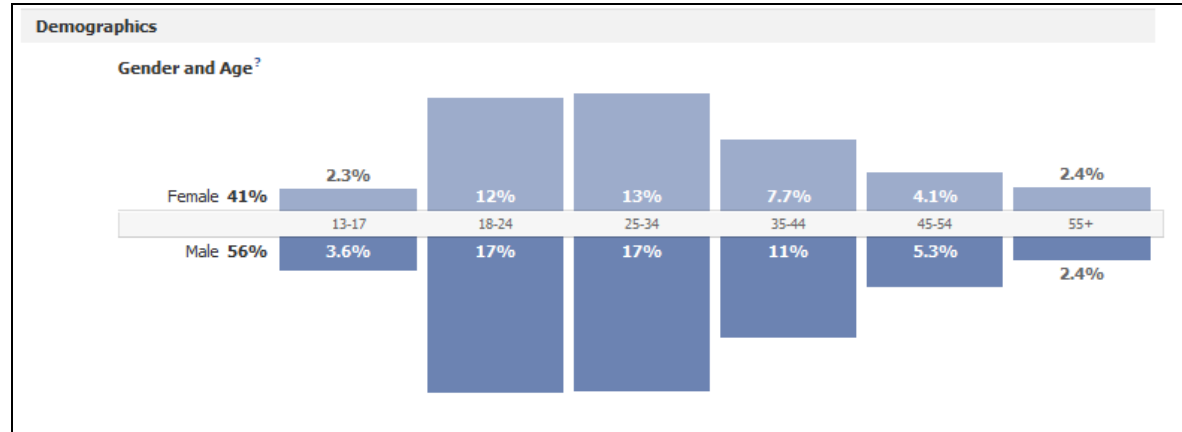


Our podcast site was launched in August 2009 on a separate site and as of 1st April 2011 56,026 downloads were recorded. That is an average of 101.5 downloads per podcast and does not include RSS feed subscriptions.

Facebook

Our Facebook Fan Page was re-launched in February 2010 and has attracted 861 fans. Below is a breakdown of demographics of our Facebook followers which although being skewed in terms of not representing listeners who do not use Facebook, it is similar to the demographic breakdown of our listeners from the MORI research.

Demographics From Facebook Followers



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



Name

Ian Taylor

Position

Director of Finance

Station

Pure107.8FM

Email address

ian.taylor@pureinnovations.co.uk

Telephone number

0161 474 5900

Date

29 June 2011

Section 3

Checklist

Please ensure that you have done the following:

- Read the 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 and send one signed hard copy to

Community Radio (5th Floor),
Ofcom
Riverside House
2A Southwark Bridge Road,
London
SE1 9HA.

Annual report forms must be returned to Ofcom by Friday 25 June 2010.

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