



# Community Radio

Key commitments annual report form

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Issue 4



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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

CRO34

#### Station Name

PURE 107.8FM

#### Launch Date

11<sup>th</sup> September 2007

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

[www.pureradio.org.uk](http://www.pureradio.org.uk)

***PLEASE NOTE: The following sections are set out one question per page. However, each section can be expanded to take as much information as you need to provide.***

## 1.2 Key commitments: programming

- 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 services will typically be live for at least 8 hours per day, usually during day time, (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.

### **Average number of live hours per month**

Pure 107.8FM has broadcast approximately 350 hours of live radio each month. This has not changed since our 2008-09 submission.

We are currently broadcasting 129 hours of radio each week of which typically 81 hours is live programmes and 48 hours are pre-recorded.

### **Average number of original output hours per month**

Over the period 2009-10, Pure 107.8FM has once again increased the amount of original material being broadcast each month.

March 2010 approximately 540 hours

March 2009 approximately 516 hours

March 2008 approximately 481 hours

We've achieved this by extending our late night and overnight schedule at weekends to give volunteers a development opportunity and extending our weekday start time from 7am to 6am.

We currently only broadcast 4½ hours of repeated material each week and only 3 hours if Stockport County are playing midweek.

### **Output music to speech**

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

## **Music Policy**

In line with our programme commitments, Pure 107.8FM is continuing to broadcast daytime a mix of contemporary, alternative, classic orientated rock and album tracks.

Many bands and artists which originate from or live in and around the Stockport area continue to get regular rotation throughout daytime programming, including Doves, Muse, The Verve, Paul Heaton / Beautiful South, Charlatans, The Hollies, 10cc, ABC, Oasis, Smiths / Morrissey, Simply Red, Bee Gees, Badly Drawn Boy, Ting Tings. Other up and coming local bands have also been featured on the playlist including Travelling Band, Jessie Rose Trip and Delphic.

Stockport's Finest, Pure's competition to find the best local music talent in the borough, launched in March 2009, running for a total of 15 weeks. The competition featured 16 local acts giving them exposure on daytime programming, featuring interviews and tracks. It culminated in the crowning of The Harks, a group of lads from the Hazel Grove, Edgeley and Great Moor. Following the success of the competition, which has been embraced by listeners and the Stockport music scene, Stockport's Finest will return for a second run in May 2010.

## **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 2010:

- 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 8.30-10pm)
- Fuzzbox – Punk, New Wave & Ska (Mon & Thurs 10pm-midnight)
- Cellar Tapes – Alternative 1960's music (Sat 9-11pm & Tues 8.30-10pm)
- Resurrection Revivals – Classic Indie (Tues 10pm-midnight)
- Way Back Grooves – Funk, Soul, Reggae, Acid Jazz (Weds 8.30-10pm)
- Soul Patrol – Eclectic Soul Music (Weds 10pm – midnight)
- Keep It Real – Indie & Local Live Bands (Thurs 8.30-10pm)
- Friday Rock Classics – Classic, Commercial & Adult Orientated Rock (Fri 9-11pm)
- Roots & Fusion - Blues, Celtic, Folk, Americana, Jazz, Reggae (Fri 11pm-Sat 1am)
- Northern Soul Floorfillers (Sat 6-7pm)
- Edge of Heaven – Classic Pop & Disco (Sat 7-9pm)
- International Departures – World, Latin, Alternative Europop (Sat 11pm- Sun 1am)
- Electric Dreams – 80's Electro Pop (Sun 1-3pm)

### **Specialist Music Programming continued...**

- Resurrection – Unsigned Local Bands & Indie (Sun 6-10pm)
- Sunshine Underground – Alternative & break through artists (Sun 10pm-midnight)
- Album Club – Album tracks from new releases and classic albums (Sun 3-6pm)

In 2009-10 we have introduced three new specialist music programmes into our schedule, all of which are produced and presented by volunteers.

**The Guest List** – focuses on bands playing gigs in Stockport or Manchester in coming weeks and months, including both local unsigned artists and major international acts playing the big Manchester venues. The programme was introduced into our schedule in Spring 2009 on Wednesday evenings 10pm until midnight. However, as the show has proved so popular due to the excellent research, dedication and passion demonstrated by the volunteer who produces and presents the programme; since February 2010 we have been running it Monday to Thursdays 6.30-7.30pm. The show is presented live most nights.

**Soul Patrol** – Features a wide variety of soul music from classic Motown to funk, Northern Soul and everything in between. In the Spring of 2009 the programme began as a one hour late night show on Saturday mornings 1am. As the volunteer presenter developed the programme was extended to two hours and moved to Wednesdays at 10pm.

**Play Something Country** is our late night country music programme which mixes a variety of establish Country artists such as Willie Nelson, Johnny Cash and Glen Campbell but also explores rockabilly, bluegrass and rock 'n roll and pop artists that cross over. The programme was broadcast at 1am on Sunday mornings by a volunteer who has been with Pure for over two years as a member of our sports tech op team and who wanted to develop his presenting skills and share his passion for country music. As the volunteer has progressed and developed the programme was moved to 11pm on Monday evenings from May 2010.

### **Exposure for Local Bands**

**Stockport's Finest** is our station-wide competition for local bands. 16 local bands competed in the competition from March to July 2009. Each week two local bands go head to head to compete for listeners' votes. We received a total of 2,292 e-mail votes. During the competition, the winning band The Harks, who are students at Stockport's Aquinas College, had one of their songs, "Two Time Valentine" chosen to feature in the sound track of the independent film 'Avoiding Christian Bale"

Three times a day during breakfast, daytime and drive programmes we played an audio package featuring clips of interviews and music from each band. Every evening we played one of their songs. We created a MySpace page with listen again facility (as we didn't have a podcast facility then). The MySpace page received over 5,500 visits and over 6,000 plays on listen again during the four months of the competition. Over 1,600 people became our friends on MySpace. We will be running Stockport's Finest again in 2010 May-September.

**The Guest List** has included interviews and given air play to many local unsigned bands that are playing gigs in the area. Since the programme was moved to a 6.30pm start Monday to Thursdays, this is giving many bands exposure at a prime time during people's commute home.

**The Basement** - Our youth community programme plays a wide range of popular music aimed at 15-25 year olds. Local bands regularly appear on the programme – performing live studio sessions. We have featured young musicians playing music we would not feature on our daytime schedule including local R&B acts, rappers and grime artists. Each week The Basement Gig highlights bands playing in venues across Stockport and Manchester.

**Keep It Real** – is our Indie and Live Music show presented by a local singer songwriter who also promotes live music events in local pubs. His strong Stockport connections mean he regularly features interviews and live studio sessions with local talented unsigned bands and artists.

**The Resurrection & Sunshine Underground** – are two programmes on Sunday evenings that showcase new talent, mostly alternative rock and pop. Many Stockport bands have been championed on the programmes including The Jessie Rose Trip, The Dutch Uncles, The Travelling Band, The Whip and Delphic

**The Album Club** on Sunday afternoons, focuses on new and classic albums including local bands and forthcoming gigs. It has a playlist of new album tracks and highlights rarely played vintage tracks, aimed at complimenting Pure's daytime music policy.

## **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 last year were concentrated on the Breakfast and lunchtime audience, as of February 2010 have now been extended to include local community news in the afternoon drive programme. Local sports coverage has also been extended into the afternoon programming

We employ a journalist to prepare, write and read news bulletins at 7am, 8am, 9am, 10am, 1pm, 4pm and 5pm each weekday. These 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 & National News continued...**

We have a strong commitment to cover news in every ward within Stockport, so listeners will hear the stories about economically deprived areas like Brinnington and Adswold as well as more well off places like Cheadle Hulme and Bramhall.

### **Sports Coverage**

For the third 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 and without Pure's coverage a vital resource for the community (and much needed publicity for the club) would be lost.

This has been particularly important in the past year as the club went into administration and faced liquidation. Pure tries to use the large audience that this programme attracts to also help fulfil its key commitments. Over eleven volunteers play a crucial role in producing the weekly sports show.

Minority sports such as amateur football, cycling and even kite surfing are all covered and local sports achievers are all given an opportunity to shine. We also have frequent calls to action encouraging listeners to lead an active and healthy lifestyle.

**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 10 am-12 noon & Mondays 7.30-8.30 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 50/50 spilt speech to music. On Mondays we repeat New Horizons using the majority of the spoken content from the two hour Sunday morning show making Monday's repeat typically 80% spoken content. 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. It has also taken in events for more specialised community groups including LGBT History Month, Black History Month and Stockport Culture Feast.

**The After School Club** is a daily feature on Stockport's Drive Home which gives community groups the opportunity to promote events and activities to school children and their parents. It encourages youngsters from primary to secondary school age to explore the wide range of community events, many of them free, which are available in the borough in the late afternoon, evenings and at the weekend.

Details of how Pure is scheduling round table discussions and debates is covered in Section 1.4, page 19 of this report.

### **Promotion and appeals related to specific areas of disadvantage**

Pure has featured a monthly campaign throughout the year, giving listeners advice on a range of health, welfare and social issues.

There are campaign scripts throughout daytime programming, directing listeners to further sources of information such as phone numbers and websites and support events being held in the borough.

Since October 2008 we have been running regular monthly campaigns with Stockport's Council Adults & Communities department. This year's campaigns have included support for older people, disability support, living well with dementia, dealing with debt, volunteering, support for carers, and keeping warm and safe in the winter.

**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 over the period April 2009 – March 2010 months has covered many local community groups and charities including Epilepsy Action, Computer coffee mornings for over 50s, Community grants for youths on Offerton Estate, Seashell Trust and volunteers for various charity shops around the borough such as Cancer Research and Stockport based Home Farm Trust.

**Stockport's Perfect Pub** – This station wide competition ran from November 2009 until March 2010. 16 local pubs took part in a weekly head to head competition, similar to the mechanic used for our bands competition 'Stockport's Finest'. Listeners were invited to nominate their favourite pubs and a variety of pubs were chosen from community locals, destination gastro pubs to music venues. A team of three volunteers and two staff members then visited pubs across the borough and created short audio features talking with the landlords, landladies bar staff and locals. The competition received 819 e-mail votes from listeners and over 1,400 Stockport's Perfect Pub audio features were downloaded from our podcasting site. Updates and details of the competition appeared on our website each week, visit the webpage for details; [www.pureradio.org.uk/community/stockports-perfect-pub](http://www.pureradio.org.uk/community/stockports-perfect-pub)

## Podcasts

In August 2009 we launched a podcast service to give listeners the opportunity to listen again to our speech content. This has proved popular as the figures showing podcasts posted up until the end of March 2010 demonstrate:

Programme	Total Downloads	Number Podcasts Posted	Average No. Downloads
Pure County	7,063	69	102.4
New Horizons	1,809	36	50.4
Under The Rainbow	1,746	50	34.9
Cellar Tapes	814	15	54.3
The Basement	626	11	56.9
Pure Breakfast	581	13	44.7
Pure Sharks	508	13	39.1
Stockport Focus	447	7	63.9
Pure Recommends / Long Lunch	229	7	32.7
Roots & Fusion	198	4	49.5
Stockport Years	130	3	43.3
Fuzzbox	118	3	39.3
Rock 'n Roll Legends	87	1	87.0
Pure News	79	1	79.0
<b>TOTAL</b>	<b>14,435</b>	<b>233</b>	<b>62.0</b>

These figures exclude subscriptions through RSS feeds and iTunes.

### Live programming locally produced.

As of March 2010, our weekly live output is normally between 79-83½ hours a week (depending on whether Stockport County have a midweek match).

Weekdays we are live between 12½-17 hours a day and on Saturdays and Sundays between 5-7 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.

**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%).

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

[Copy the relevant key commitments from your licence here]

- 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 running 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 people who are disabled.
- Programming will also cover a broad range of sporting events, for example, when applicable, lacrosse, Paralympics and crown green bowling.

#### 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:

Lone Parent	1
Physical Disability	4
Black / Ethnic Minority	2
Mental Health Issues	4
Learning Disability	7
Learning Difficulties (e.g. Aspersers / Dyslexia)	4
Unemployed	7
Over 60's	8
Living in deprived area	12*
Lesbian, Gay, Bi or Trans	5

Volunteers in 1 or more categories above 54%

Figures as shown as declared in records of registered volunteers.

\* areas included as deprived are: Brinnington, Reddish, Adswold, Offerton, Cheetham Hill, Old Trafford, Baguley & Levenshulme

**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.

We have four Total Access programmes aimed at different communities:

- New Horizons (over 50's), Sundays 10 am-12 noon & Mondays 7.30-8.30 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 preview features are run during our daytime programming schedule – 3 times a day Monday-Thursday, to give these evening programmes a higher profile and to showcase the work of volunteers in mainstream programming.

**New Horizons** – seven retired volunteers have worked on New Horizons during 2009-10, up two on last year. The team continue to develop and have not been afraid to try new challenges. 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.

It is a magazine show with lifestyle, health and entertainment features, a weekly poetry slot, 'Thought for the Week' presented by team of Stockport's Clergy, interviews with community leaders, councillors and key players in the borough. "Stockport's Silver Screens" is a new feature looking at the cinemas from Stockport's past which is written and presented by a retired volunteer.

The New Horizons presenters have interviewed a variety of celebrities including poet Pam Ayres, magicians Paul Daniels & Debbie McGee, broadcaster Dame Joan Bakewell (originally from Stockport), Anna Ryder Richardson (Changing Rooms) and Eric Knowles (Antiques Roadshow).

Four of our volunteers were nominated for Counsel & Care's "Older People In The Media Awards". Two volunteers attended the awards ceremony in London where they interviewed former Deputy Prime Minister Lord Heseltine and broadcaster Alan Yentob.

The programme's regular weekly round table debate feature, 'Talking Sides', has included discussions on; Financial Burdens for over fifties, Nutritional Confusion – food labels, The Digital Switchover, which happened in Stockport in November, an interview with Dame Joan Bakewell on Older Peoples Day and a debate on the subject 'Are Older people a Burden on Society'

In June 2009 we covered the local support group "Family & Friends", who help loved ones of those suffering from alcohol and/or drug addiction. After the broadcast we were contacted by Stockport Drug Action Team who told us there had been a dozen referrals to the group in the period immediately after the broadcast, including a couple of family members who heard about the group whilst listening to Pure when travelling in a taxi.

Other subjects covered on New Horizons in 2009-10 included:

- Pancreatic Cancer Awareness Week
- Stockport NHS Stop Smoking Services
- Stockport Council's Home Adaptation Service for elderly and disabled
- Stockport's Women's Aid – domestic violence charity & refuge
- Shopmobility Stockport – Mobility scooter charity
- Music In Hospitals – charity providing concerts in hospices and hospitals

**Stockport Focus** – Since January 2009 our community programme Stockport Focus has been produced by a volunteer and presented by another. Other volunteers are encouraged to submit features and material.

As well as reviewing community news and stories covered on Pure over the previous week, we also run volunteer features including:

- Advice on the digital TV switchover
- The Muslim festival – Eid Ul-Fitr
- A day in the life of a milkman, recorded on a milk float at 3am
- Local fruit and veg delivery service
- Interview with a victim of domestic violence in conjunction with Stockport Women's Aid
- Interview with local children's author Leighroy Marsh

**The Basement** – is our youth programme. 13 volunteers aged 16-24 who have worked on the programme during 2009-10. The team continues to take more responsibility for preparing and producing the programme. Two former members of the team have gone on to work as producer of Stockport Focus and presenter of The Guest List. The youth service, Connexions Stockport is supporting The Basement and contributing regular features.

Regular features on the programme produced by volunteers include; The Basement Gig Guide, Single Of The Week, The Basement Quiz and The Plings Guide (list of activities from [www.skplings.net](http://www.skplings.net)). The show also has regular debates and interviews / studio sessions with local young bands.

We also cover subjects designed to help young people with career and life decisions. Subjects covered on The Basement include;

- National Apprenticeship Week
- New Diploma qualification
- Stockport Town Hall Opportunities Fair
- Career Academies Course at Cheadle & Marple 6<sup>th</sup> Form College
- Connexions Outreach Drop In Centres
- Central Youth, Stockport's one stop shop for Young Peoples Services
- Stockport Young Women's Forum
- Stockport Youth Orchestra
- Instruments available for young rock bands to use free at Gatley Youth Club

**Under The Rainbow** – Is our Lesbian, Gay, Bi-sexual and Trans (LGBT) community programme. The show is completely produced by four local LGBT volunteers.

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). The relationship with the LGF is so strong that they offered to design and print posters promotion the programme for Manchester Pride.

The Under The Rainbow team has covered a host of subjects relevant to the LGBT community including Interview with Andrew Stunnell MP for Hazel Grove about rise in homophobic attacks reported to the police in Stockport and in the North West. The interview was picked up by the Lesbian & Gay Foundation who put the story on their homepage complete with a link to the audio. Other stories covered included:

- In depth coverage of LGBT History Month programme in Stockport
- Serialisation of interview with John Amaechi, who was the first NBA Basketball Player to be openly gay and comes from Stockport
- 12 week feature looking at the “Gay Life In The Past” exhibition at Staircase House Museum in Stockport
- An interview with female-to-male transgender person Stephen Whittle
- World Aids Day special including an interview with Manchester based gay rights campaigner, Cllr Paul Fairweather on the reaction to him making his HIV status public
- Extensive coverage of Manchester Pride including reports from floats of Stockport LGBT groups PLUS and The Base in the parade.
- Interview with founder of Outrage! Peter Tatchell on state of LGBT rights and equality on the 40<sup>th</sup> anniversary of the Stonewall Riots.
- Holocaust Memorial Day
- Queer Up North, arts festival
- Vada LGBT Theatre Group
- Poems from local gay poet Niven Ganner
- Features on LGBT sports clubs including; Village Spartan Rugby Club, Northern Jump Volleyball, Outdoor Lads, Manchester Stingers Ladies Football Club, GHAP Badminton, Northern Wave Swimming Club.

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>

## **People with Disabilities**

### **Learning Disabilities – Administration Roles**

During 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 from two to four with the capacity to take up to ten in total. Each volunteer spends a couple of hours with us each week. They are performing a vital role that the station is required to complete.

The role is predominately research and data imputing to record and maintain the data held on our audio files for the Performing Rights Society. Although it is a highly repetitive task, the volunteers enjoy the work and being part of the team. Three of the volunteers have one-to-one supervision from a support worker, however the other volunteer 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.

We have broadened the role to include checking consistency of spelling and format of artist names, adding information to help with scheduling (e.g. year the record was released) and checking audio levels. This has helped us to match tasks to each individual volunteer's capabilities and give them more variety in the tasks they complete for us.

We would like to extend this activity up to ten volunteers with learning disabilities in this role but we have found shortage of support workers to be the key issue around developing this area.

### **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 play a vital part in the programme pre-paring content, producing features and presenting the programme with other young volunteers.

The work we have done with these two volunteers and the volunteers doing data entry has been featured on the website [www.careknowledge.com](http://www.careknowledge.com) which highlights good practices in working with people with disabilities.

### **Sensory Disabilities**

We continue to employ a former volunteer who has been blind since birth through the 'Hours Work' programme for two hours each week. With the aid of a support worker trained in operating editing software and using digital recording equipment he has continued to improve and is making features on local charities and community groups.

## **Asperger Syndrome**

Last year we recruited a volunteer with a learning disability who visited our studios wanting to read football results. During the course of the visit it became apparent that he had a talent for making up anagrams and he now produces a weekly feature called County Conundrum based on anagrams of Stockport County players. It is not unusual to receive half a dozen e-mail responses from listeners guessing the anagram each week.

## **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.

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 etc, taking dedications from members of the public and attending any events/road shows that Pure 107.8 FM supports. Further details of some of the activities that Pure Crew has supported for Pure 107.8 FM are in this report section 1.6, page 27.

## **Other Examples of Broadcasting for Disadvantaged Communities**

### **Your Space**

Details of the targeted campaigns that Pure 107.8FM have run aimed at disadvantaged communities and our 'Your Space' feature on volunteering opportunities are detailed in this report – section 1.2, page 7.

Our lunchtime programming, Mon-Fri 11am-2pm regularly covers community subjects in more detail. Some of the issues covered during 2009/10 include:

- Fostering and Adoption campaign
- Digital TV Switchover
- Local theatres such as Players Dramatic Society, NK Theatre Arts
- Stockport college – support for the unemployed
- Nextstep – education programmes for adults
- Stockport Soroptimist Society
- Stockport Tourist Information

### **Community News**

Our community news covers locally sourced stories every weekday. Examples of stories covered during 2009/10 included, a ground breaking project by Stockport midwives encouraging new mum's to breast feed and quizzed the Minister responsible for ID Cards being trialled in Stockport. When the worst snow to hit the borough in 30 years we kept people up to date with road conditions and school closures with three members of staff stopping in a local Bed & Breakfast for up to three days to ensure they could get in.

## **Working with Local Schools**

We covered an initiative at Adswood Primary School to where pupils from a socially deprived area entered the 'Stockport Young Entrepreneur' competition. Prizes were presented by Ruth Badger, who appeared in the BBC TV series, The Apprentice.

For the second year running Pure supported an initiative to encourage Primary School pupils to take an interest in business. As part of the Stockport Young Entrepreneur's competition two of our presenters went into a school and worked with pupils to create a radio advert for a product they were selling. We arranged to play this advert on-air while the school held it's weekly assembly so that students, staff and parents could hear the results of their hard work.

We have two daily features on weekdays specifically designed to target families on the school run each morning and afternoon. The 'Exam Challenge' on Pure Breakfast is aimed at primary school children with questions from the national curriculum given by local school children. 'The After School Club' is a daily feature aimed at giving school kids ideas of youth groups, after school groups, activities and events.

## **Broadcasting a broad range of sporting events**

With Stockport County in administration for the last year, Pure has become the number one source of news for fans of the club. We continue to attract a large audience to the station through our full match commentary of every Stockport County game.

We also broadcast interviews and features in the first hour of our sports show and half time break to highlight minority sports and encourage participation.

In the last year this has included our Sports Editor taking part in a 10 mile sponsored walk for the club's disabled supporters group and interviewing members of the group on route. We have also broadcast features on efforts to tackle childhood obesity in the borough and featured two Stockport Policemen losing weight as part of a prime time TV show.

Minority sports clubs like Stockport Harriers Athletics, Stockport Basketball Club, Stockport Metro Swimming Club, Woodley Sports have all been given airtime to try and encourage new members to get involved.

We have also worked with Greater Manchester Police to help fans understand the difficulties in policing football matches. Our Sports Editor has unprecedented access to officers ahead of a major fixture and the coverage was praised by the force who were delighted to break down traditional barriers with supporters.

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

[Copy the relevant key commitments from your licence here]

- 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 and support and promotion by bringing issues into the public domain
- There will be regular opportunities for on-air discussion and debate via round table discussion, interviews and phone ins.
- Pure Radio Community Producers and the Programme 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.

### **Facilitating expression of opinion from marginalised individuals and groups**

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:

In May we visited the Oasis Community Club for Over 50's held at Heaton Moor Evangelical Church every Tuesday. One of our retired volunteers made a feature on the group which has been broadcast on New Horizons. We also gave a talk on Pure 107.8 FM to the group. Some of the group members subsequently visited Pure to get more information on the digital TV switchover.

More details on some of the community groups, that support older local residents and who have appeared on New Horizons are detailed in section 1.3, page 11.

In August three young ex-offenders who are 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.

Students from Cheadle & Marple 6th Form College came into Pure for a taster radio training session and studio tour in December. Three students then returned to produce a feature on Career Academies and some voxpops for The Basement.

In August, seven young people from Stockport Council's Children's Rights service for care leavers had a studio tour and sat in on a live show.

Our Lesbian, Gay, Bisexual and Trans (LGBT) community programme Under The Rainbow continues to cover a wide range of subjects relevant to the LGBT community. We have developed a good relationship with The Lesbian & Gay Foundation (LGF) based in Manchester. Each month their Production Co-ordinator previews their publication 'Out North West' on the show.

Seven members of The Base, (Stockport Youth Services - LGBT support group) visited the studio in August contributed to an edition of Under The Rainbow. We also have a good relationship with Age Concern who in conjunction with Stockport Council and other local voluntary groups, organised a programme of events in Stockport for LGBT History Month in February. For more details on some of the LGBT community groups who have appeared on Under The Rainbow see – section 1.3, page 13.

It is difficult for community groups and individual's 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 1.2 of this report, page 7 for more details.

We have hosted a number of outside broadcasts working with local community organisations within Stockport which have highlighted various initiatives including:

- Fund raiser for Harley Slack, local toddler who lost his limbs through meningitis B at the Farmers Arms Pub in Cheadle Heath
- Stockport Council Environmental Fair
- National Play Day Torkington Park
- Roughley Bike Show (live music event in Stockport Market Place)
- Annual charity event for children's charities with on August Bank Holiday
- Stockport Council & Job Centre Jobs Fair at Town Hall
- Brinnington Family Fun Day
- McVites Fun Day in a socially deprived neighbourhood in Heaton Chapel
- Pocket Festival, Marple, Local music festival
- Marple Food & Drink Festival
- MacMillan Coffee Morning
- Bonfire Night Display Calvary Chapel
- Reindeer parade – Merseyway Shopping Centre
- Valentines on the Orient Express at Merseyway Shopping Centre
- CAMRA Marple Beer festival at Marple Cricket Club
- Brinnington Lantern parade – Neighbourhood renewal
- Marple farmers Market

Many of these events have been supported by Pure Crew's Pure 107.8 FM's Radio Marketing Team.

## Round table discussion and debates

'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 it is their debate; they choose appropriate subjects and express their thoughts. Some of the topics covered include;

- Web privacy
- Gender equality
- Violent video games
- CDs vs MP3s
- Why don't young people vote and how to register to vote in euro election
- Sun protection
- Is Sacha Baron Cohen's controversial Bruno film homophobic
- Should we bring back National Service?

Each week the team also deliberate who will be awarded the single of the week from two tracks chosen by members of the team and discuss the best gigs in the week ahead covered in The Basement Gig Guide.

'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.

"Talking Sides" is a regular feature where a volunteer looks into a current topical subject, the feature sometimes includes a voxpop of local people followed by a studio discussion. Subjects covered recently include;

- Digital TV switchover
- Pet dental hygiene
- Legal Aid
- Nutrition information on food labels
- Financial burdens on over 55's
- Genealogy & 1911 census publication
- Allotments.

'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.

## **Production Standards**

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 over sees the Community Programmes to ensure any audio produced by volunteers is of broadcast standard.

We give our volunteers 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.

Details on the training available to volunteers is detailed in section 1.5 of this report on pages 21-25.

**1.5 Key commitments: Social gain objectives (c) The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service**

[Copy the relevant key commitments from your licence here]

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 activities planned are:

- Technical radio training with Age Concern employees to ensure 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 trainees aimed at people with a learning disability or their mentors 6 increasing to 8
  - Adult learning taster sessions – 6
  - In total there will be up to 60 volunteers involved in the station
  - Up to 30 volunteers will receive training in Radio Presentation (shows and features), Interviewing skills; audio editing; basic broadcast law; features production; Work towards the standard of City & Guilds Level 3 Media Techniques – 15 increasing to 30 in Year 2; 26 full time volunteers places, targeting people with a severe disability as radio marketing trainees and programme assistants; 42 part-time volunteers 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; Volunteers will be involved in assisting to produce a series of pre-recorded community information features which will either be audio or live read.

**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 329 volunteer hours of training during April 2009 - May 2010 but this does not include coaching and on the job training received whilst making radio or training time with new volunteers before they have completed our new volunteer induction procedure. All volunteers are taken through a code of conduct during the induction process.

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 1.3 of this report, page 6.

### **Strategy for Developing Volunteers**

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

Volunteers have also been given the opportunity to develop their skills presenting programmes in late night or early morning slots. Ten volunteers were given this opportunity which has led to them all progressing to presenting programmes during more high 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 Features Workshop**

We have run these workshops with three groups during 2009-10. 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 selecting an appropriate feature, writing cues, using recording equipment, final production and using a format and style in keeping with Pure.

Twelve volunteers completed the first two workshops and six more have attended every session in the third workshops which ran from February to May 2010.

#### **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 – 18 volunteers attended three sessions. Feedback from those who completed a form rated the sessions either excellent or good.

## **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 then 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.

## **BBC Radio Manchester Community Radio Bootcamp**

10 volunteers, attended a series of Community Radio Bootcamp training sessions ran by BBC Radio Manchester in September & October.

## **Volunteer Recognition**

We appreciate the importance of recognition of all the hard work our volunteers put into making the station a success. This Christmas we once again organised a 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. The following volunteers were rewarded with a specially designed trophy.

This year's winner were:

**Biggest Improvement:** A volunteer with Asperger's syndrome who has researched, scripted, recorded and mixed radio packages played during daytime.

**Best New Volunteer:** Volunteer working on our website

**Best Music Feature:** Blues in the Cellar on the Cellar Tapes, a extremely well researched and produced look influential Blues artists and their legacy for rock 'n roll

**Best New Programme:** Roots & Fusion late night specialist music programme covering Blues, Celtic, Folk, Americana, Jazz, Reggae, etc.

**Unsung Heroes:** Volunteer Producer of our community programme Stockport Focus

**Encyclopaedia Knowledge of Music:** Presenters of Sunshine Underground – Alternative & break through artists

## **2009 Volunteer Award winners continued...**

Best Community Programme & Best Website: Under The Rainbow, our Lesbian, Gay, Bisexual and Transgender community programme's facebook site:

[www.facebook.com/undertherainbowonpure](http://www.facebook.com/undertherainbowonpure)

Best Specialist Music Programme: Keep It Real – Indie & Local Live Bands

Best Non-Music Feature: A volunteer with Semantic-Pragmatic Language Disorder who scripts cues for regular weekly studio debates with the young people working on our youth programme 'The Basement'.

Going The Extra Mile: Volunteer who produced our local band competition 'Stockport's Finest' including packages that ran throughout daytime.

Best Celebrity Interview: Interview with TV magician Paul Daniels and his wife, assistant and radio broadcaster Debbie Magee by retired volunteer for New Horizons.

## **Volunteer Progression – Careers, Paid Work & Additional Studies in Media**

During the period April 2009-March 2010, two of the volunteers have left us to take up full time jobs working in radio.

One as a daytime presenter for local commercial radio station Imagine Fm and the other to become a Production Assistant for the Radcliffe and Maconie show on BBC Radio 2.

This builds on our record of getting volunteers into full time in careers in radio. We now have five former volunteers working in the industry.

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 achieved as the radio package the volunteer produced on our community features workshop impressed the panel. She also secured a work placement at BBC Radio Drama.

A volunteer who joined us in June 2009 after attending the workshop training sessions last Spring has enjoyed working in radio so much that she has gone back into full time education taking a level 2 qualification in radio production with Radio Regen, with plans to continue her studies and take level 3.

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.

### **Open days**

We run regular open days to introduce ourselves to potential new volunteers and explain the volunteering roles available and what is involved in volunteering.

On 19 May 2009 we ran an Open Day with seven out of the ten attendees becoming volunteers.

16 people attended the open day session on Saturday 12 September 2009 of which 7 became volunteers.

14 people attended an open evening on 24 February 2010, 2 are already signed up as volunteers, 5 more have interviews pending to become a volunteer and 3 others attended workshops.

### **Work Experience Placements**

We took on a pre-graduate from Chester University on a five week placement in May and June 2009. She received the following grades for her placement: 68% for reflective essay and 93% for work based appraisals. She has since become a regular volunteer.

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

[Copy the relevant key commitments from your licence here]

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

Stockport has wide inequalities across the borough with some of the most affluent and disadvantaged neighbourhoods in the North West. It is urban in the north of the borough becoming suburban and even rural as you head south or east towards the Peak District.

Through our network of staff and volunteers and all the community based stories that we are covering every week, we have built up large networks within the local community. These are just some examples:

We attended and promoted the Brinnington Lantern Parade a community event in March 2009 in partnership with ex-council housing association Stockport Homes. Brinnington is notorious for high levels of crime levels with long-term unemployment at 20%.

We worked with many organisations that help young people both on 'The Basement' and in our daytime programming including; Beacon Counselling (a service which works with young people and encourages volunteering), Stockport's Young Women's Forum, Stockport Plaza Youth Theatre Group, Mosaic (Stockport's specialised youth service for drug and alcohol problems).

Some of the community organisations who have appeared on New Horizons (our community programme aimed at over 50's) included; WRVS, Women's Aid, Stockport Amnesty International, Age Concern, Family and Friends Alcohol Abuse Support Group, Stockport FLAG (information service), Citizen's Advice Bureau and Alzheimer's Society.

We are committed to helping the Greater Manchester Police Force to interact with the community it serves. Alongside regular crime prevention advice, we also work with the police on special campaigns. This year we ran special features on Operation Treacle, which looked at safety issues and anti-social behaviour around Halloween and bonfire night. We also promoted Edgeley pubwatch, a scheme with local businesses, police and pubs to promote safety in the precinct and surrounding areas.

We sensitively report appeals for witnesses and have also been able to promote good news stories such as the reduction in crime levels across the borough. Our News Editor was the first journalist ever to sit in on a planning meeting for the policing of a high profile football fixture v Leeds United. His reports on what the police were doing to keep the community safe on this day has been praised by the force for helping their relationship with Stockport County fans.

Our parent company, Pure Innovations, works with disadvantaged people from across Stockport. Apart from using these connections to help source news and community stories, we link up with the different departments within the company to increase our understanding of the difficulties for individuals and community groups within local areas of regeneration.

## **PURE CREW**

The Pure Crew is our radio marketing team made up of people with severe learning and physical disabilities. They attend many community events and raise Pure's presence around the borough.

The Pure Crew rotate the neighbourhoods they visit throughout Stockport to hand out flyers and getting dedications. Each week around six individuals with learning or physical disabilities access the project.

Some of the activities Pure Crew has been involved in include;

- Brinnington Fun Day
- Distribution of leaflets promoting the Pocket Music Festival"
- Door to door distribution of postcards promoting station
- Posters promoting Under The Rainbow around Manchester Pride
- Jobs fair leaflet distribution and attending event
- Distribution of Digital TV switchover leaflets to businesses and general public
- Promoting Valentine's Day at Merseyway Shopping Centre
- St Patrick's leaflets
- Promotion of Pure Radio to Business's throughout the year
- Maintaining static displays at cafes and parks throughout the year

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

[Copy the relevant key commitments from your licence here]

- 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”

[report back against your key commitments here]

### **Relationship with Stockport Metropolitan Borough Council**

Pure 107.8FM 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.

One of our volunteers is a serving councillor and was the Mayor of Stockport during 2007-08. She uses the contacts she makes attending events and functions whilst performing her duties as a councillor to invite guests, both from within the council and community organisations, into the studio to talk about projects and services aimed at local people.

We continue to work in partnership on a variety of projects with SMBC. Since October 2008 we have been running regular monthly public information campaigns with the Adults and Communities department to signpost people to local services. Each week we have 30 slots for the campaign.

Once again Pure 107.8FM supported “The Proud of Stockport Awards” (previously know as My Place In Stockport”. The event was based in the Town Hall Ballroom on 11 February 2010 and celebrated extraordinary and exceptional people doing great things to help their local communities in Stockport.

The awards have been publicised through local papers and on Pure 107.8FM, with dozens of nominations being made across a wide variety of different categories. The panel of judges had a hard time looking through all the nominations and had to choose only one winner for each category who they felt best demonstrated the qualities that make us proud of Stockport.

Like last year, Pure 107.8FM sponsored “The Ambassador for Stockport” award which was the blue ribboned category at the event which was won by archaeologists John and Ann Hearle. John was awarded an MBE in the new year’s honours list and also came into Pure’s studios to talk about the honour in January.

Last November we ran a 13 week Fostering & Adoption campaign around driving people to think and consider fostering & adoption in Stockport. We ran a series of advertorial snippets covering a wide range of topics. We had real life fosters in the studio and people who had been fostered talking about their experiences.

Stockport Council’s Leader has often told us that he is a fan of Pure’s news coverage because it reports on all stories about the Council – both good and bad. We feel that this helps to keep a balanced perspective of the council.

### **Relationship with Stockport NHS**

We’ve build a good relationship with Stockport NHS who are now into their third year sponsoring our community programme ‘New Horizons’.

The range of subjects we’ve covered, working with Stockport NHS including alcohol advisory service, and quit smoking campaigns. We also cover targeted health messages on our Total Access community programmes. ‘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’ has covered many stories relating to sexual health. Especially around projects dealing with HIV and targeted sexual health messages to the LGBT community giving frank and honest information on sexual health issues affecting the LGBT community, not just around HIV but other less well known conditions like LGV a form of Chlamydia common in gay men.

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

We continue to bring information on regeneration projects within Stockport to local listeners. Including updates on the plans for re-development of Shaw Heath area and publicising the changing face of Brinnington, a socially deprived area benefiting from a large amount of investment.

The pub sector has been suffering declining sales and tough market conditions throughout the recession. Our station wide promotion ‘Stockport’s Perfect Pub’ supported 16 local pubs giving them exposure on daytime radio. For more details see Section 1.2, Page 7.

We also attend the quarterly town centre management meetings, Business Network International breakfast meetings held at Edgeley Park, County 100 business club and business seminars hosted by Stockport Council for businesses to network.

## 1.8 Key commitments: Access and participation

[Copy the relevant key commitments from your licence here]

- 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

### Volunteer Participation

After two years of manageable growth in the number of active volunteers working at Pure107.8 FM has levelled off this year with 59 in April 2009 and 60 in March 2010. This figure excludes the service users with disabilities regularly volunteer with our marketing team, the Pure Crew.

To continue to increase the number of volunteers working on the station at the rate of previous years is not sustainable given our current 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 are also looking at how we can recruit 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 Centre, all of whom contribute occasionally, maybe once every month to six weeks.

### Residency

The majority 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. However, we have increased the percentage of volunteers resident in Stockport from 61% in April 2008 to 70% in March 2010.

## Male Bias

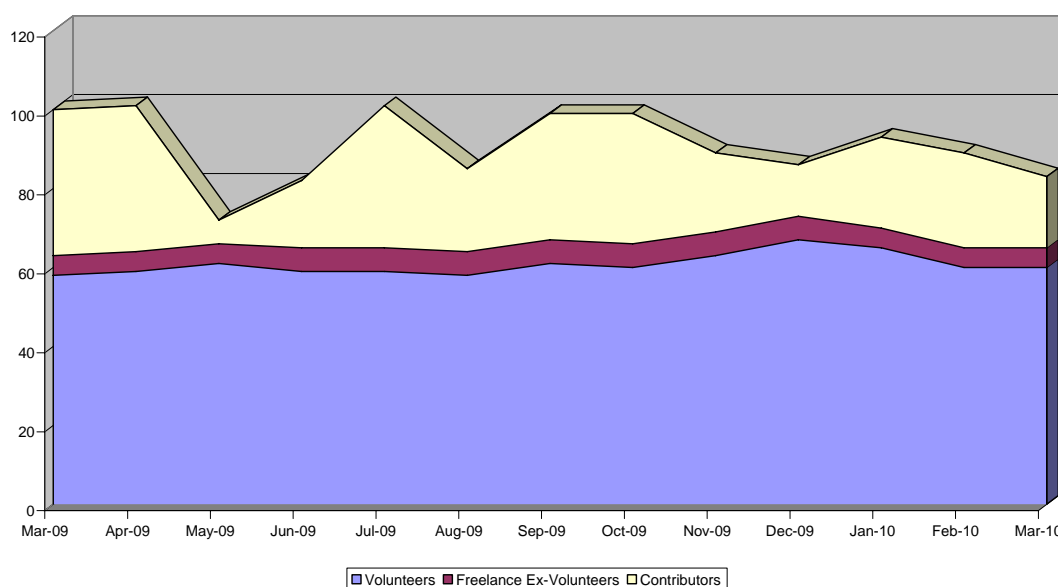
We are aware that there is a gender bias towards male volunteers and that this is traditionally has always affected the radio industry.

However we have had a very talented group of female volunteers working at the station. Over the past two years all five of the volunteers who have left us to take up full time jobs in the radio industry have been female and one further female volunteer now presents a daytime programme on Pure as a freelancer.

Pure 107.8FM Volunteers	Active Volunteers	Contributors	% Volunteers from Stockport	% of volunteers male
April 2009	59	37	69%	75%
May 2009	61	6	68%	74%
June 2009	59	17	68%	69%
July 2009	59	36	68%	68%
August 2009	58	21	69%	69%
September 2009	61	32	70%	70%
October 2009	60	33	72%	70%
November 2009	63	20	70%	71%
December 2009	67	13	70%	73%
January 2010	65	23	71%	75%
February 2010	60	24	70%	77%
March 2010	60	18	70%	77%

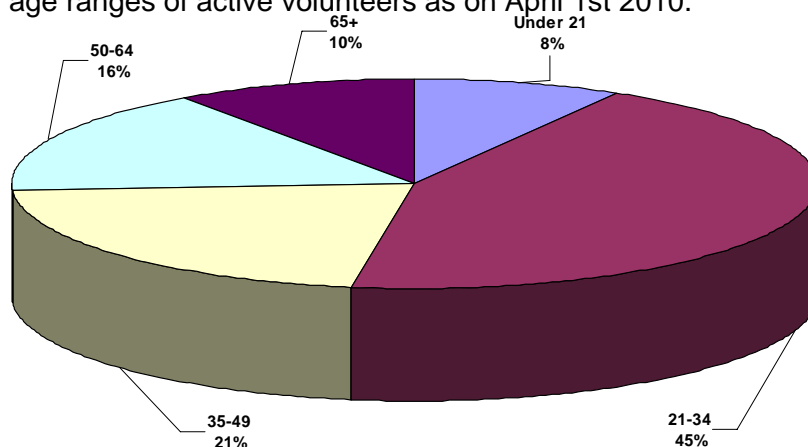
The graph below shows how regular active volunteer numbers have levelled out during 2009-10 after increasing by 23% in 2008-09 and 34% in 2007-08. We will look to maintain this level of involvement as stipulated in our licence.

Participation From Volunteers & Contributors 2009-10



## Age Range:

Our youngest volunteer is 16, whilst our oldest volunteer is 86. The graph below is the split of age ranges of active volunteers as on April 1st 2010.



## Volunteer Roles

Many 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 1<sup>st</sup> April 2010:

Presenting Shows	29
Contributing Features	20
Tech Op	5
Admin/ Research	4
Website Updates	2
Support Worker	1

Our current schedule includes 51½ hours a week presented by volunteers that's up 10½ hours a week or 25.6% on April 2009.

## Diversity Monitoring

Pure's commitment to working with people from a cross section of the community is reflected in the monitoring of diversity of our active volunteers. As at 1<sup>st</sup> April 2010:

Lone Parent	1
Physical Disability	4
Black / Ethnic Minority	2
Mental Health Issues	4
Learning Disability	7
Learning Difficulties (e.g. Aspersers syndrome / Dyslexia)	4
Unemployed	7
Over 60's	8
Living in deprived area	12*
Lesbian, Gay, Bi or Trans	5
Volunteers in 1 or more categories above	54%

The figures as shown as declared in records of registered volunteers.

\*Brinnington, Reddish, Adswold, Offerton, Cheetham Hill, Old Trafford, Baguley & Levenshulme

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

## 1.9 Key commitments: Accountability to the target community

- Feedback from community organisations (via quarterly questionnaires to involved groups); feedback from involved volunteers and community groups; web site feedback from Listeners Forum (day to day); daily contact with target communities throughout the borough via the Radio Marketing Team
- 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 to the Pure Innovations Ltd web site.

### Feedback from Listeners

We monitor customer comments/compliments and complaints that come through to the station and respond appropriately.

### Examples of feedback received from listeners

"Just found you on the net, been waiting ages for a radio station from Stockport. Born and lived there for 26 years, now living in the Middle East."

"Wow! (I) Can listen now! (*on-line*) Thanks! My family comes from Stockport, traced back to about 1780. My dad came to Australia 1912."

"Many thanks for the air time you gave our fun day, went down brilliantly. Hope to contact you again for our future events." – Friends of Heaton Norris Park

"You probably don't realise how envious other clubs supporters' are of the coverage Pure give Stockport County. Other clubs would love that sort of attention from a genuine community radio station."

"Your show is amazing (Roots & Fusion). I'm enjoying every track. I hope some day your show will be on satellite and syndicated widely - maybe even on the BBC because your taste is absolutely world class."

"Thank you so much, I'm sure this will mean so much to all the family." – Dedication to local man killed in a road traffic accident.

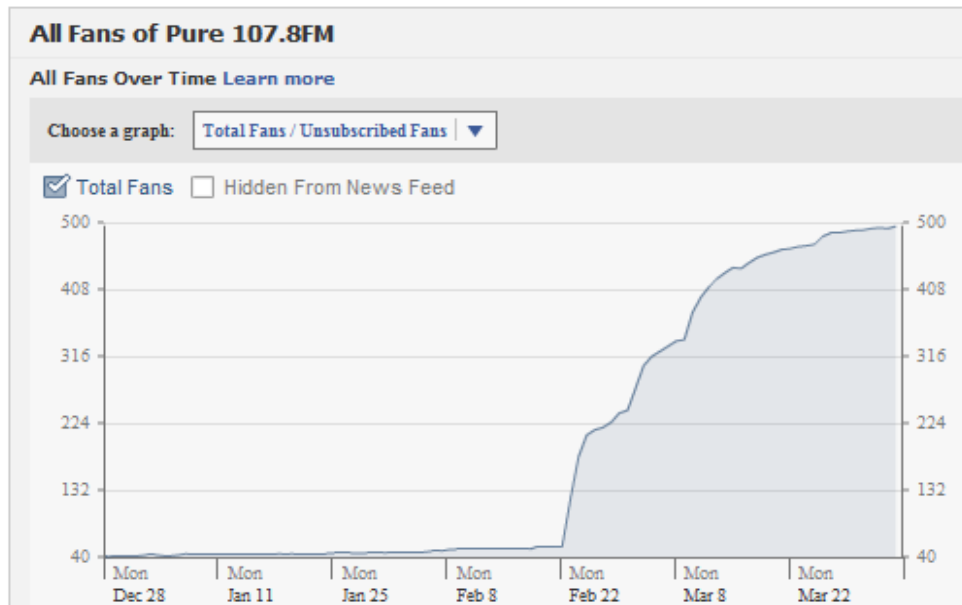
I have to say I was very impressed (Play Something Country). In the past I have listened to similar programmes on BBC radio and been disappointed in as much as they often cut tracks short and pad out time with interviews but you managed to fit 18 tracks into just under the hour while putting just about the right amount of detail into the chat about his life and career.” On Johnny Cash Special

### 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. Pure Crew are out every week within the community and pass back any comments made about the station to the radio team.

We have increased our activity at outside events to 54 recorded events during 2009/10, up from 5 the previous year. This has proved to be an ideal forum for listener feedback. We are aiming to attend over one hundred events in 2010/11.

In mid February 2010 we re-launched our Pure 107.8FM Facebook Fan Page. By the end of March 2010 we had 489 fans. This gives listeners the opportunity to interact with the station. Typically we are receiving around 30 interactions with the site each week.



### 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.

Regular presentations are carried out to the Senior Management Team in terms of the activities and progress of Pure 107.8 FM.

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

### Volunteer Inputs

All volunteers are required to sign in each time they visit Pure and declare what they are working on. Each month, volunteers are asked to submit a separate declaration of the time they have spent working for Pure, away from the premises.

	<b>Total Volunteer Hours</b>	<b>Presenting (Live or Re-recorded)</b>	<b>Training</b>	<b>Other Work On Premises</b>	<b>Other Work Off Premises</b>	<b>Number of Volunteers*</b>	<b>Ave Time per Volunteer (Hours /Month)</b>	<b>Recorded Contributors Hours</b>
Apr-09	507	173	20	252	62	62	8.2	35
May-09	449	194	22	161	72	59	7.6	139
Jun-09	456	187	25	174	70	59	7.7	148
Jul-09	490	196	18	172	104	58	8.4	37
Aug-09	510	175	34	201	100	61	8.4	81
Sep-09	567	187	41	215	124	60	9.4	77
Oct-09	688	208	116	243	122	63	10.9	56
Nov-09	548	179	30	193	146	67	8.2	29
Dec-09	430	181	6	157	86	65	6.6	36
Jan-10	512	170	8	177	157	60	8.5	50
Feb-10	466	177	5	178	105	60	7.8	35
Mar-10	465	203	4	187	72	61	7.6	41
<b>TOTAL</b>	<b>6,088</b>	<b>2,230</b>	<b>329</b>	<b>2,310</b>	<b>1,220</b>	<b>61*</b>	<b>8.3</b>	<b>764</b>
<b>Change on 2009/10</b>	<b>+14%</b>	<b>+0.5%</b>	<b>+7%</b>	<b>+21%</b>	<b>+37%</b>	<b>+14%</b>	<b>no change</b>	<b>+26%</b>

\* Average number of active volunteers during 12 months

## 1.11 Significant achievements

In the Summer of 2009 we launched our podcasting site which has proved a great success. Podcasts posted between August 2009 and March 2010 received over 14,000 downloads, this figure exclude subscriptions through RSS feeds. On average each podcast receives 62 downloads. See in section 1.2, page 8.

We have improved our station website significantly in terms of presentation and content through the recruitment of two IT professionals as volunteers who have also helped us with our social networking site.

We have continued our record of successfully developing volunteers who have left us to take up full time jobs in radio. This year one of our volunteers left us to work for Imagine FM, the commercial radio station serving South Manchester and Cheshire. She is currently presenting 2-7pm weekdays. Another left us to join the production team for the Radcliffe and Maconie show on BBC Radio 2.

Having an interactive relationship with the community we serve is very important to the station. During 2009-10 we attended 54 outside events, recording and broadcasting live content from many of them. That is up from 5 recorded events during 2008/09. This has given us the opportunity to engage with communities across the borough including areas of social deprivation such as Brinnington.

We have continued to develop our partnerships with other local community radio stations. The Greater Manchester Community Radio Networks has this year developed into the Greater Manchester Community Radio Alliance. Pure lead the successful bid for Ofcom's Community Radio Fund. The grant will be used to recruit a Regional Account Manager based at Pure who will sell advertising for the following community radio stations; ALL FM, Bolton FM, Crescent Radio, Gaydio, North Manchester FM, Oldham Community Radio, Peace FM, Salford City Radio, Tameside Radio, Unity Radio and Wythenshawe FM.

Stockport's Finest our station-wide competition for local bands ran from March to July 2009. Each week two local bands went head to head to compete for listeners votes. We received a total of 2,292 e-mail votes. We created a MySpace page with listen again facility which received over 5,500 visits and over 6,000 plays on listen again during the four months of the competition. Over 1,600 people became our friends on MySpace. We will be running Stockport's Finest again in May-September 2010.

In mid February 2010 we re-launched our Pure 107.8FM Facebook Fan Page. By the end of March 2010 we had 489 fans. This gives listeners the opportunity to interact with the station – we are looking to develop this further during 2010/11.

We employed a former volunteer to co-host our weekday Breakfast programme in March 2009. She has continued to progress and in February 2010 she was offered her own programme and presents for four hours a day weekdays and a three hour programme on Sundays.

We have extended our local news coverage to include seven bulletins prepared by our journalist every weekday at 7am, 8am, 9am, 10am, 1pm, 4pm and 5pm

We have resolved the issue reported in last year's report around the maintenance and development of our website through the recruitment of two competent IT professionals as volunteers.

## 1.12 Significant difficulties

Do you wish this section to be kept confidential? No

Ongoing issue relating to access and diversity of funding.

Would like to fund further audience research.

We would like to develop accredited training resources.

Escalating our outside activity has created challenges including setting up systems and process, recruiting, training and developing individuals to run this activity. We would like to attract additional resources so we can expand this activity following very positive feedback out in the community.

We have purchased a new terminal point that has allowed us to increase the number of volunteers with learning disabilities to perform data entry roles. We currently have four volunteers doing these tasks for us and would like to extend this up to ten but we have found shortage of support workers to be the key issue around developing this activity. We would like to find additional support for those with learning disabilities so we can increase the numbers actively engaged.

### 1.13 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.

We can give figures from other internet based activity which demonstrates a solid listenership in Stockport:

- Our podcast site was launched in August 2009 and has recorded 14,435 downloads of postings up until March 2010. That is an average of 62 downloads per podcast and does not include RSS feed subscriptions.
- Our Facebook Fan Page was re-launched in mid-February and attracted 489 fans by the end of March. This figure has continued to steadily increase.
- Our competition Stockport's Finest (best local band) received 2,292 votes from listeners, over 5,500 visits to our myspace page and over 6,000 downloads on the bands.
- Stockport's Perfect Pub also received 819 votes from listeners.

A recent demonstration of how Pure 107.8FM is reaching local listeners came from our participation in the annual Reindeer Parade event at Merseyway shopping centre in December 2009, which in previous years has been covered by a local commercial radio station. Pure pre-promoted the event on-air and 34954 people visited the shopping centre on the day. Merseyway Marketing Manager described it as a "fabulous result".

## 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**

*Ian Taylor*

**Name**

Ian Taylor

**Position**

Director of Finance

**Station**

Pure 107.8fm

**Email address**

**Telephone number**

0161 474 5900

**Date**

22 March 2010

## 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](mailto:community.radio@ofcom.org.uk) and send one signed hard copy to

Community Radio (5<sup>th</sup> 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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