Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR185

Station Name

Corby Radio

Launch Date

05/12/09

Web address where you will publish this report.

www.corbyradio.com

When will the report be published / available to view?

10h April 2014

1.2 The year in numbers

Please specify the station's achievements in the year under review in numbers as follows: (some of this may be a repetition of the information supplied in the financial report)

Average number of live hours per **week** (live material is created at the same time as it is broadcast)	109
Average number of original programming hours per **week** (original material includes live plus pre-recorded material, but does not include repeats or automated output). [This figure cannot be less than the station's live hours alone]	114
The percentage of your daytime output that is **speech**	25
Total number of people trained during the **year**	83
Total number of volunteers involved during the **year**	27
Total number of volunteer hours per **week**	116

If appropriate, a list of languages you have broadcast in	English

(There may be some repetition of this information in other sections such as programming.)

Please indicate whether your station key commitments have been delivered during the reporting period: 1 January to 31 December 2013

1.3 Key commitments: programming

Key commitment delivery	YES	NO
Output typically comprises 75% music and 25% speech during the day, with a much higher percentage of music during the evenings and overnight. ('speech' excludes advertising, programme/promotional trails and sponsor credits.	yes	
• Music output includes contemporary pop from the 1960s through to present day, with specialist music programmes featuring other music genres like soul, country, rock and dance.	yes	
• Speech output includes local and community news and information items, interviews and discussions featuring representatives from local agencies, voluntary organisations, and local sports personalities for example, and a community notice board.	yes	
• The service typically broadcasts original output for 15 hours per day. (Live programming may include pre-recorded inserts, if applicable).	yes	
• The majority of the output is locally produced.	yes	

Explanatory notes re non-delivery (if applicable):

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
• Corby radio offers a local news and information service aimed at its target community.	yes	
• The station offers air time to key local organisations to enable them to relay topical information, promote social initiatives and discuss local issues.	yes	
• The local community is encouraged to use the station to provide and share information relevant to the community.	yes	
• The station provides a platform for balanced local discussion and debate. It makes every effort to attract the views of its listeners via various means of communication.	yes	
• The station encourages as many people to be involved in the station as possible and operates an open door policy to enable community members to visit the station and to allow for suggestions.	yes	
• Corby Radio offers work placements to local schools and colleges as often as is possible and practicable to do so.	yes	
• Corby Radio's training academy encourages students to produce and broadcast to the station's local audience. At least 30 students annually receive training from the training academy.	yes	

• The station attends local community events with its outside broadcast unit.	yes	
• Corby Radio works with local organisations to further areas of social gain and stimulate community based initiatives.	yes	
• The station's Workgroup is made up of community members, members of the Listener Panel and the public. The Workgroup sits on a regular basis to discuss station policy and output and various community issues. The Workgroup is used to help decide how the station is run. The Workgroup consists of between six to twelve people.	yes	
• Corby Radio facilitates regular meetings with its Listener Panel to ensure that it stays up to date with relevant issues. Members of the community are invited to join by the chair of the Listener Panel. Two members of the Listener Panel may join the station's Workgroup team.		Not at present
• The station holds an Annual General Meeting which is open to the station staff and volunteers.	yes	
• The Station has a Complaints and Grievance policy in place for staff and volunteers. Major complaints are dealt with by the Workgroup, which in turn refers matters on to the management committee when appropriate.	yes	

Explanatory notes re non-delivery (if applicable):

Due bereavement and work commitments our panel is on hold but we are currently in the process of trying to form a new one. We have on our website a form to join our listener panel but we are finding it difficult to encourage people to join. We also promote this on air as often as possible.

However, we continuously invite comments about what we do on-air and on our facebook page.

We also do listener feedback surveys at our Roadshows and outside broadcasts. This helps us to get an idea of the demographic profile of our listeners and what the views about the station are. Also what suggestions they have to improve our service.

We have a Suggestion box in our reception and visitors are encouraged to fill them in.

We always look at the feedback we receive to see if there is something we can do to implement the suggestions when possible.

The majority of the responses we have received are positive and the only negative is usually things like; 'there is too many adverts' or 'we don't play enough chart music'. The latter we did address and added an extra chart song per hour to the schedule.

We think we are doing a good job for our community and we always listen to them and put their views first. We will continue to try and attract a listener panel but it has proved very difficult, however, we do make every effort to collect feedback from the methods we described above.

1.5 Volunteer inputs

Please provide details of the contribution made by volunteers to the station and its operation of the station, such as:

- The approximate number of hours worked on average per volunteer per week.
- Any other information to help Ofcom understand the input of volunteers to the station.

Our volunteer base is continuing to go from strength to strength with each volunteer giving more time each week. We actively encourage people of all ages to fill in a volunteer form and to get involved within the station as little or as much as they want to commit. We have volunteers who work as little as 2 hours per week and some who work 40 hours per week.

A percentage of our volunteers answer telephone calls, help with general cleaning duties, such as ensuring the studios and training academy areas are clean at all times, other volunteers are actively involved in the on-air aspect of the station, such as assisting with on-air programmes like the sports show, the daily journal show, the afternoon show and the drive time show. Roles played during these shows include, reception and admin skills, such as dealing with members of the public that visit our studios daily, assisting, sourcing and writing scripts for local community notices, which feature hourly in our local voice read section, a number of the volunteers also appear on-air during show output. Other volunteers present their own shows, assist with the maintenance of our roadshow unit which is a converted Double Decker bus and is used for a majority of our outside events, therefore has to be taken care of each week.

Our volunteers are also great ambassadors as they sometimes represent our town at other events outside our area.

1.6 Significant achievements

Since January 2013, we have had in the region of 22,000 emails, 17,136 text messages. In the same period (Jan 13 - Mar 14), the website has had 112,883 visits, of which 38,152 were unique. Since January 2013, the radio player has had 40,130 visits, of that, 11,731 were unique listeners (e.g.had never been to it before)

We have attended over 43 *outside broadcast events such as the Corby Carnival, The Highland gathering, Sport Relief, Brass Monkey Fun Run and many more fund raising events.*

We believe that through our 'Corby Voice' feature, we have assisted over 336 local groups to gain success in their fields with funding and promoting local awareness of their organisations.

We have also had volunteer broadcasters at 100% of all Corby Town's home football matches and 65% attendance to all away matches. We also continue to sponsor one of the local girls' football teams.

Our evening Academy for young people is very popular and is run by two of our first students who were taught by us. They also broadcast their own shows.

One of them also represented Corby Radio in 'Strictly Corby' and helped to raise over £25,000 for our local hospice. The same young man was also nominated for the 'Young Spirit of Corby' award. This is something we are very proud of.

Since September last year we also have secured two education partners Maplefields School, Corby and Lodge Park Academy, Corby.

Maplefields is a provider for difficult children who have been excluded from other schools so have many issues, however, they have settled in well as our basic broadcasting skills academy as it is unique and very popular with the students as it allows them to interact on-air.

We believe that our schools workshops could be a great model for other community stations and we intend to offer our experience of this to them in the coming months.

We were pleased to partner up with the NHS through the year with their lung cancer awareness campaign and provided valuable support for their team of experts.

We worked for 6 months with several partners Corby Borough Council, Northamptonshire Police and The Corby Community Safety Team on an on-air project called 'Safe and Sound' which brought awareness of several crime and public issues like domestic abuse, anti-social behaviour and alcohol awareness. This was very successful and is planned to take place again later this year.

Every Christmas we put on a Kids Christmas Party for over 200 children with entertainment from the local theatrical society and goody bags donated from local businesses and music and fun and games supplied by the Corby Radio Staff who all dress up in fancy dress. The feedback that we get from this is that it's 'the best Kids Christmas party in the area'.

We were pleased to be chosen to host The Corby Business Awards and were nominated for one of the awards.

We also sponsor every year the award for 'Communications' at The Corby Business Academy Awards Night. The winning student spends the day as a VIP guest at Corby Radio.

We have helped to promote awareness of 336 local organisations and their fund raising efforts through our hourly 'Corby Voice' feature last year alone.

1.7 Significant difficulties

Do you wish this section to be kept confidential?	YES	NO
		No

The grant situation is still the biggest problem and once again grant availability has become even more tighter than last year, particularly with local authority cutbacks, therefore, placing a huge amount of pressure on the private sector for grants which is also very strained and difficult to obtain. More and more organisations are applying for funding but the pot is decreasing at an alarming rate. Hopefully after the consultation about the community radio funding criteria is looked at there may be changes put in place that will take away the mill stone around our neck.

1.8 Audience research

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

We continuously ask our listeners about our music policy, local content, news and our programmes at numerous roadshows and events and on our website. Our listeners' views about what they like and don't like about the station are important to us and visitors to our reception are encouraged to give us their views by filling in a suggestions form and posting it in our suggestion box.

The cost involved in being part of a national survey is beyond our funds, however, we have sourced a local company who can carry out an independent survey for us and we are currently in negotiations with them about cost. It is hoped that we can carry out this survey later in the year when funding is available to do so.

We also quite often run different polls on our website asking for listeners thoughts on different aspects of the station.

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	D Barber
Name	Des Barber
Position	Managing Director
Station	CR185 Corby Radio 96.3
Email address	des.barber@corbyradio.com
Telephone number	01536 265666 / 07710134925
Date	04/04/2014

Section 3

Checklist

Please ensure that you have done the following:

- Read the Annual Report Guidance Notes.
- Checked that all sections of both forms (i.e. this document and the accompanying spreadsheet) are completed.
- Ensured that the declaration is signed and dated by a member of the board of the corporate body which has been awarded the community radio licence, and that the person has the authority to act on behalf of the board.

Then

Submit your form by email to community.radio@ofcom.org.uk

Annual report forms must be returned to Ofcom by Wednesday 9 April 2014.

January 2014 – Issue 8