

## Section 1

# Key commitments Annual Report Form

## 1.1 Community Radio Form: Year Ending 31 December 2013

### Station details

#### Licence Number

CR000219

#### Station Name

106.9 SFM

#### Launch Date

26/07/12

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

www.sfmradio.com

#### When will the report be published / available to view?

Shortly after submission to OFCOM

## 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 <b>week</b> (live material is created at the same time as it is broadcast)	112
Average number of original programming hours per <b>week</b> (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]	112
The percentage of your daytime output that is <b>speech</b>	20%
Total number of people trained during the <b>year</b>	38
Total number of volunteers involved during the <b>year</b>	38
Total number of volunteer hours per <b>week</b>	165

If appropriate, a list of languages you have broadcast in	<b>English only</b>
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(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 will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits)	✓	
• Music output will comprise music from the 1950s through to current chart music. Specialist shows will be featured and cover genres such as RnB, hip hop, dance, garage, northern soul, country and rock. Local bands and artists may also be featured.	✓	
• Speech output will include local news and community information, sport, arts, discussion, debate, current affairs and local issues.	✓	
• The service will typically broadcast live and original output for 16 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.	✓	

#### Explanatory notes re non-delivery (if applicable):

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### 1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
• The station will give members of the target community opportunities to voice their concerns and opinions on issues that affect their daily life in Sittingbourne.	✓	
• The range of programmes forming part of the service will have a local emphasis.	✓	
• The station will provide an accessible medium to support Sittingbourne's diverse communities to give them a voice and opportunities to raise issues of concern.	✓	
• Open debate and discussion will be encouraged during programming and listeners will be invited to participate through text, email and occasional phone ins.	✓	
• The station will invite local organisations to participate in programming	✓	
• In-house training will be made available and accessible to any individual or group seeking to become involved with the station	✓	
• Training will cover radio skills, confidence building, presentation skills, broadcast law and other topics relevant to community broadcasting.	✓	
• The station will form links and partnerships with appropriate local bodies such councils, local schools, police and businesses.	✓	

• Opportunities will be offered to local groups and organisations to highlight local causes, concerns and opinions.	✓	
• Local employment opportunities will be promoted.	✓	
• Information on opportunities available, the station's management structure and how to get involved will be available on the station website and through on air announcements.	✓	
• A range of volunteering opportunities will be provided and training will be given for each role. Volunteers will be recruited from all sections of the target community.	✓	
• Listener feedback will be sought through the station website as well as through direct contact with the station's staff and volunteers.	✓	
• A listener panel will provide feedback from community members to the station. The panel will be made up of members co-opted from local community groups and organisations.		✓
• Regular open meetings will be held to give volunteers opportunities to have their say and be kept informed of station development. Issues raised by the volunteers will be fed back directly to the board by the station manager.	✓	
• The station's complaints policy will be publicised on air and will be available on the station's website.	✓	

**Explanatory notes re non-delivery (if applicable):**

We have found it difficult to establish a Listener Panel (especially with local community groups and organisations) but have introduced a Listener Response Line instead, to garner general listener's thoughts on the station's delivery.

**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.

17 Hours per volunteer per week (on average)

An average of 165 Total Volunteer/s Hours per week.

**1.6 Significant achievements**

Regular Monthly "On Air Surgery" with the local MP, Gordon Henderson  
 Sponsorship of local Pantomime (at an affordable £7 per ticket)  
 Sponsorship of the local "Vocal Ability" Talent Competition  
 Establishment of a regular daily (weekdays) Job Spot with the DWP/Job Centre Plus Sittingbourne

Regular month contributions from:-

Demelza (Children's) Hospice Care  
 Chief Inspector Tony Henley - Kent Police Borough Commander  
 Sittingbourne Citizen's Advice Bureau  
 Sittingbourne & Milton Regis District Scouts  
 Kent Family Mediation Service  
 The Historical Research Group of Sittingbourne (Christine Rayner - local historian)  
 Asda Sittingbourne's Community Champion (Claire Fosbeary) highlighting Asda's work in local schools, supporting voluntary organisations and details of the three charities "Chosen By You" collecting "Asda Green Tokens" instore (every two months)  
 Working on Campaigns and featuring interviews for both Swale Borough Council (SBC) and the Kent County Council (KCC)  
 Supporting local charities and community/voluntary organisations at their events with the 106.9 SFM Roadshow van

**1.7 Significant difficulties**

Do you wish this section to be kept confidential?	<b>YES</b>	<b>NO</b>
	✓	

**1.8 Audience research**

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

We have not conducted a formal "street" survey as yet but have just agreed a "surveying project" with the local Sittingbourne & Milton Regis Scouts, to be undertaken over the summer.

We have also introduced a "Listener Response Line" where listeners can leave their comments and have also set up a Online listener Survey which can be found at:-

<http://www.sfmradio.com/take-our-listener-survey>

## 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.**

<b>Signature</b>	P B FLYNN
<b>Name</b>	Peter Flynn
<b>Position</b>	Station Director
<b>Station</b>	106.9 SFM
<b>Email address</b>	pete.flynn@sfmradio.com
<b>Telephone number</b>	01795 858037
<b>Date</b>	09 / 04 / 14

## Section 3

# Checklist

Please ensure that you have done the following:

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

### ***Then***

Submit your form by email to [community.radio@ofcom.org.uk](mailto:community.radio@ofcom.org.uk)

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

January 2014 – Issue 8