

## Section 1

# Key commitments Annual Report Form

## 1.1 Community Radio Form: Year Ending 31 December 2012

### Station details

#### Licence Number

CR100

#### Station Name

7 Waves Community Radio

#### Launch Date

01/03/2008

**Web address where you will publish this report.** [Please say if the report has already been published, and if not, when it will be]

www7waves.co.uk 1<sup>st</sup> June 2013

## 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)	148
Average number of original programming hours per <b>week</b> (original material includes pre-recorded and live material but does not include repeats or automated or voice tracked).	163
The percentage of your daytime output that is <b>speech</b>	34.4%
Total number of people trained during the <b>year</b>	110
Total number of volunteers involved during the <b>year</b>	68
Total volunteer hours per <b>week</b>	355.25
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 2012**

**1.3 Key commitments: programming**

<b>Key commitment delivery</b>	<b>YES</b>	<b>NO</b>
<ul style="list-style-type: none"> <li>Output typically comprises 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The balance of music output covers a general mix, including 60s, 70s, 80s, and current day with additional programming covering Rock, Easy Listening, World, Local bands and Dance. A smaller proportion of output may also be dedicated to other types of music, depending on volunteer input.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Speech output includes community news, sport and information, national news and weather, outside broadcasts, topical advice and information, discussion and debate, interviews with local characters, and readings from local authors.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Weekly Open Access Air programming also features, providing local community groups and organisations the opportunity to make their own programme. Participants (open to all ages) are given access to the studio and technical support.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Broadcasting is in English, though community groups are free to broadcast in other languages through the Access Open Air programme.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The service will typically broadcast live and original output for 12 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.</li> </ul>	<b>Yes</b>	

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

--

**1.4 Key commitments: Social gain objectives**

<b>Key commitment delivery</b>	<b>YES</b>	<b>NO</b>
<ul style="list-style-type: none"> <li>7 Waves Community Radio provides discussions and advice on issues such as benefits, pensions, and housing for the people on the Wirral, particularly the elderly and socially excluded.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Specific target groups for the project include the elderly, the disabled, lone parents, ethnic minorities, the unemployed, people with literacy and numeracy challenges, and all other groups facing social exclusion. 7 Waves Community Radio provides around 50 training places for target groups per annum, through liaison with Wirral Metropolitan College.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The station is committed to ongoing community liaison to ensure that groups' and individuals' views and input are sought, and information about local issues is broadcast.</li> </ul>	<b>Yes</b>	

<ul style="list-style-type: none"> <li>The station promotes employment, and opportunities of gaining employment, through its training programmes designed to enhance skills and help socially excluded and disadvantaged groups into employment.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The project actively continues to develop partnerships with other agencies, offering the opportunity for air time and issue based programmes.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Through the research element of the training programme the project works with the local communities to identify and resolve issues relating to the local environment. This raises community awareness on environmental issues and uses local knowledge, skills and resources to initiate change.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The project targets disaffected young men with a view to tackling anti-social behaviour and crime.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The station has at least 50 volunteers including presenters, news editors and community contacts.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The Radio Station is based in an existing vibrant Community Centre, with immediate availability to the local community.</li> </ul>		<b>No</b>
<ul style="list-style-type: none"> <li>The Board includes directors who are representatives of the local community. It considers and acts upon (as appropriate) feedback from the community and from participants in the service. It is accountable to the target community.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The Community News and Features team, supported by the community contacts ensures that the views of and input from the community are heard and that programming takes such input into account.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The Management Board regularly considers all comments and complaints. The complaints procedure is published.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>The Annual General Meeting is held as an open meeting for the community to express its views of the operation of the station and its programming.</li> </ul>	<b>Yes</b>	

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

We are not based IN a community centre but we are in a purpose built building adjoined to the community centre. We have our own identity.

**1.5 Volunteer inputs (see guidance notes)**

We have 68 volunteers that give between them 355.25 hours per week averaging out at 5.25 hours each per week.

Break down of volunteers are as follows

<u>Role</u>	<u>No of people</u>	<u>total hours</u>
Presenters	47	206
Cleaners	2	6
Producing	34	68
Admin	6	2.8
Events	17	33.5
Misc	6	27
Tour operators	4	11.95

## 1.6 Significant achievements

Visitors to the station 7,686 Texts into the studio 4,610 Emails into the studio 11,575  
Shout outs to studio 39,294 Web site hits 3,418,527 Interviews live on air 672  
Students trained 110 Live links from local events 99 Community events attended 27  
Live bands in 32 Placements from schools 36

We are having more and more people ring into the station and ask about what we do and ask us to attend community events.

We have increased our whats on guide that is read out on the air and also put on the web site as we have a big increase in the number of charities, clubs and associations asking us to advertise things free of charge.

There was a person in the local community that had allegedly planted bombs in the area and 7 waves became the home for over 60 people for 2 nights after being evacuated from their properties. We worked with social services, hospital staff, the police, the local housing and ambulance service. We turned the live room and office into sleeping areas and the recording studio into a medical centre for ill members of the public.

After the flooding a major incident wiped out over 500 homes of power again we became the incident centre and assisted in the community centre next door distributing, heaters, blankets and hobs to people in need. We kept the public up to date with regular announcements about the power and also the school closures.

We have started working in partnership with a hostel giving opportunities to support women who are on bail for minor offences.

The Mayor of Wirral invited a group of our young people to his chambers for lunch after recognising how well they were working and sharing information on air for the youth in the "teen team" programme

## 1.7 Significant difficulties

Do you wish this section to be kept confidential? Delete as appropriate No

Although we have a number of advertisers that support 7 Waves Radio we keep our prices very low as we aim to support the small businesses. The economic climate has seen some of our clients cease advertising and in some cases go out of business.

With having no one dedicated to do sales we have struggled with income generation and had to make significant cut backs. This does not have a direct impact on air but it does on the number of other activities we deliver.

The rise in costs such as PRS, PPL and other overheads especially utilities puts and added strain onto us and the amount of fundraising events has increased yet the amount raised does not, again people cannot afford to give.

## 1.8 Audience research

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

Visitors to the station 7,686   Texts into the studio 4,610   Emails into the studio 11,575  
Shout outs to studio 39,294   Web site hits 3,418,527   Interviews live on air 672  
Students trained 110   Live links from local events 99   Community events attended 27  
Live bands in 32   Placements from schools 36

The on line listenership has risen

We have not carried out any surveys this year as we have not had the man power although we do intend to put one on our new designed website.

## 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

P. Murphy

### Name

Pauline Murphy

### Position

Station Manager

### Station

7 Waves 92.1

### Email address

pauline@7waves.co.uk

### Telephone number

0151 637 3790

### Date

8<sup>th</sup> March 2013

## 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)

**Annual report forms must be returned to Ofcom by Wednesday 3 April 2013.**

January 2013 – Issue 7