



Community Radio

Key commitments annual report

Publication date:

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Issue 3

Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2009

Station details

Licence Number

CR049

Station Name

Lionheart Radio

Launch Date

30 March 2007

Web address where you will publish this report

www.lionheartradio.com

The report will be published on our website in early July.

1.2 Key commitments: programming

Key commitments from our licence

- Daytime output will typically comprise at least 25% speech and up to 75% music (*'speech' excludes advertising, programme / promotional trails and sponsor credits*). During evenings and overnight the amount of speech output may be reduced from the above.
- Music output will comprise a mixture of mainstream music from the 1960s to the present (around 55%), specialist (around 15%) such as rock, classical and world music and local musicians including school orchestras, Northumbrian traditional and unsigned groups (around 25%).
- Speech output will mainly comprise current affairs, interviews, local debate together with local and community news (including sport) and information, with some occasional drama productions.
- The service will typically be live between 07:00 to 19:00. (Live programming may include pre-recorded inserts, or repeated output, if applicable.) Most daytime output will be locally produced. The use of automation or a third-party sustaining service is permitted.
- Programming will be predominantly in English, although the limited use of other languages is permitted.

Our achievements this year against our key commitments

Daytime Output:

- Daytime output includes significant speech content: 3-5 minutes news and weather, 2-3 minutes of local what's on, studio guests, sports updates and presenter discussion per hour.
- Specialist programmes on sport, financial issues, environmental issues and local current affairs, plus programmes by young people's groups, contain significantly higher levels of speech content.

Music Output:

- Daytime music policy typically one third recent music, one third 60's and 70's and one third 80's and 90's
- Specialist drivetime, evening & weekend shows with country, 40's & 50's, reggae, rock. Several extensively feature Northumbrian bands – both recorded and as live guests.
- Monthly folk show, featuring local artists.

Speech Output:

- Two-hour sports programme on Saturday morning.
- Hourly community what's on guide – average of 30 minutes per day.
- Monthly hour with the local community police, covering hot topics and local 'watches'.
- Until recently (and hoping to be restarted), a weekly review of local news and events.
- Until December (and hoping to be restarted) a weekly environmental issues show.
- Successful production of first on-air drama.
- Periodic production of 'writers' show' – featuring interviews, short stories and poems by members of local writers' groups – typically read by the authors themselves.

The Service:

- Live programmes are produced between 07:00 (09:00 at weekends) and 22:00.
- Automated programming is rarely used during daytime (less than 15%, on average). Overnight broadcasting is mostly repeats, with automated output from 6:30am.
- Except for occasional use of pre-recorded programmes produced for community radio stations, all output is locally produced. We do not use a sustaining service – other than IRN for national news.

Programming language:

- To date, all Lionheart Radio spoken output has been in English.

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

Key commitments from our licence

The service area of Lionheart Radio is not currently the central focus of any other existing local radio service. The station will provide a locally focused service, typically including the following types of output, relevant to members of the local community, on a regular basis:

- Locally produced music both traditional Northumbrian and mainstream
- Mixed shows of music and chat featuring local guests
- Locally created drama, poetry and storytelling
- News from the district – including local services and events
- Specialist music shows and features
- Schools roundup

Lionheart Radio will also produce specific content of interest and relevance to under-represented groups within the wider community, such as programmes for the visually impaired and recently arrived groups of immigrants (possibly in their own languages).

Our achievements this year against our key commitments

- Lionheart Radio remains the only radio service focused on North Northumberland
- Circa 100 hours of live programming per week compared to OFCOM commitment of 84 hours per week
- Nearly all output is locally produced by people living in Northumberland within easy travelling distance of Alnwick
- Wide range of age (teenagers to retired) and social background of presenters
- Key speech and music programmes repeated overnight to address night worker market

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

Key commitments from our licence

- Members of the local community, both individuals and local groups, will be encouraged to take part on programming and have their views and opinions broadcast and discussed. The station will seek to air a diverse multiplicity of views and to ensure that the various sides of any debate are properly represented. Guests will be drawn from a wide range of age groups and areas throughout the district, including from underserved groups. Typically this will mean between fifteen and twenty guests being involved in such programming each week.

Our achievements this year against our key commitments

- Average of 3,630 SMS text messages per quarter and 1,860 email messages per quarter
- People readily agree to be guests on Lionheart Radio; one guest from the local council asked to be interviewed because she had heard “everyone goes on Lionheart Radio”
- Website with extensive local information receives thousands of hits per quarter
- Facebook, BEBO and Youtube used to widen reach and debate among younger listeners
- Open invitation to members of the local community to respond to issues raised on-air or to suggest topics for debate

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

Key commitments from our licence

- The station will have a structured training programme for the involvement of up to 30 volunteers per year, covering health and safety issues, broadcasting technology, journalism and presentation
- In association with local educational establishments, Lionheart Radio will develop courses for young people in media studies/ communication skills. Long-term courses will provide opportunities for 2-3 people per year, with approximately a further 120 people taking part in shorter courses each year.

Our achievements this year against our key commitments

- 23 volunteers have been trained on radio and other media activities during the past year
- Training is a mixture of hands-on experience on air and off air training by professional broadcasters
- Current 40 active volunteers: wide range of age (teenagers to retired) and social background. Surrounding villages well represented
- Work experience opportunities provided to 8 young people
- Working with Training Solutions, Job Centre Plus and Trident to provide work based training opportunities
- Active partnerships with Alnwick Youth Partnership, Gallery Youth Project, Duchess High School, Coquet High School, St Cloud University and Barndale (special school for teenagers with learning difficulties) to recruit and train younger volunteers
- Active partnership with Northumberland Community Development Network to engage with a diverse range of community groups; to continue the work begun this year with Lionheart Radio's involvement in the Diversity Conference.
- Active involvement in Deepspace – a project supported by Northumberland Healthcare Trust – delivered by Arpeggio Films and Lionheart Radio. We enabled young people to create and broadcast short radio dramas relating to healthy eating.

N.B. some of our partnerships are also relevant to our key commitments in 1.6

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

Key commitments from our licence

- Working with a variety of local groups and organisations, Lionheart Radio will develop programming output which reflects the key issues, needs and interests of members of the local community. Numerically, the station expects to be in contact with between 100 and 150 such organisations each year.
- Volunteers working for the station will actively seek out and report on local stories and issues of interest to members of the local community.
- The station will run a monthly listeners' forum to gather feedback from the community.

Our achievements this year against our key commitments

- On-site and sensitive reporting of the floods in Morpeth, supported by studio management of the live telephone input (refer to the CD of the broadcast sent to yourselves)
- People readily agree to be guests on Lionheart Radio; one guest from the local council asked to be interviewed because she had heard "everyone goes on Lionheart Radio"
- Extensive use of SMS, email, Facebook and BEBO to gain input from listeners
- Occasional outside broadcasts covering major local events
- Asked to participate in local Fun Days, under the co-ordination of Alnwick District Council's Play Officer

1.7 Key commitments: Additional Social Gain objectives

Key commitments from our licence

- The station will work Northumberland College's literacy tutors to find opportunities for incorporating community radio in their courses.
- The station will play a role in addressing rural issues of sparsity and access to services and information. This will be done through participation in County shows (up to 4 per year) and community events, as well as by circulating information via the various Parish Councils in the locality to spread the word around outlying communities.

Our achievements this year against our key commitments

- Web streaming allows people not within line of sight of our transmitter to listen to Lionheart Radio.
- Local news and sports service carries extensive coverage of outlying communities
- Hourly community what's on guide – average of 30 minutes per day.
- Monthly hour with the local community police, covering hot topics and local 'watches'.
- Several of our presenters live in outlying communities

1.8 Key commitments: Access and participation

Key commitments from our licence

- The station will have an open access policy to allow the community to be fully involved with all aspects of broadcasting.
- Up to 60 volunteer places will be available to members of the community. Volunteers will be able, with the training provided, to progress to more senior roles in the station. Volunteers will gain skills in journalism and presenting, we would expect that a small number would take greater responsibility for example in day to day newsgathering or in basic training of new volunteers. We would aim to have such individuals in place in the third quarter of Year 1. Others may be appointed to specific roles within the Listeners Forum and will therefore be expected to contribute to the management of the service
- The station will have a steering group made up from volunteers and members of local organisations.

Our achievements this year against our key commitments

- Board of directors broadly drawn from local business and community organisations
- The overwhelming majority (typically 95%) of programming is produced and presented by volunteers rather than paid staff
- 23 volunteers have been trained on radio and other media activities during the past year

1.9 Key commitments: Accountability to the target community

Key commitments from our licence

- The station has a steering group made up from volunteers and members of local organisations. The group will initially form the core of the Listeners Forum and be broadened to ensure ongoing representation from users, volunteers and interested parties. The notes of all meetings (save sensitive personnel, financial and personal matters) will be made available online.
- This steering group will report to the board of directors of the Community Interest Company which has broad representation from local businesses, organisations, local and Town Council as well as community groups.
- Quarterly Listeners' Forum meetings will include analysis of phone calls, e-mails, text messages provided. Suggestions for developments will be fed through Programme Co-ordinator to the directors of Lionheart Radio and Media CIC for implementation.

Our achievements this year against our key commitments

- Regular meetings of the board of directors, which is broadly drawn from local business and community organisations
- Listeners actively encouraged to comment

1.10 Volunteer inputs

- Circa 40 active on-air volunteers, working, on average, 10 hours each per month
- 6 members of the Board, working, on average, 5 hours each per month (maximum by one volunteer: 12 hours per month. Plus, intense activity by one volunteer at financial year-end)
- 2 technical volunteers, working, on average, 10 hours each per month
- In the last quarter, 1 office administration volunteer, working, on average, 60 hours per month

1.11 Significant achievements

Lionheart Radio has three main objectives and we believe we have been broadly successful in all three:

- To provide news, information and entertainment to Alnwick, Amble, Seahouses and surrounding villages, an area currently under-provided for by mainstream media
- To provide easy opportunity for access to broadcast and related media by local people and organisations.
- To provide an opportunity for people living in the area to acquire, develop and practice media related skills e.g. radio broadcasting, video production, screenwriting and journalism.

We broadcast circa 100 hours of live programming per week compared to our licence commitment of 84 hours per week. Audience reaction is excellent. In the past three months, we have received more than 6,800 texts and emails. Our website has thousands of hits a quarter.

This year, we have trained more than 20 people in radio and media skills, ranging from teenagers to the retired and currently have 40 active volunteers. We are working with Training Solutions, Job Centre Plus and Trident to provide work based training opportunities and have offered job experience programmes to 8 young people.

We have created **new** partnerships with Alnwick Youth Partnership, Coquet High School and Barndale (special school for teenagers with learning difficulties) to recruit and train younger volunteers. We have a new, active partnership with Northumberland Community Development Network to engage with a diverse range of community groups.

We successfully partnered with Arpeggio Films on Deepspace – a project supported by Northumberland Healthcare Trust.