Licence Number:	**CR**
Station Name:	

Step 1 - Income and Expenditure	**FILL IN THE SHADED CELLS ONLY**

INCOME	**Sub-totals**	**Percentage**
On-air commercial income (advertising, sponsorship and commercial references)	11,040	15%
Off-air advertising and sponsorship	0	0%
Grants	11,728	16%
Service Level Agreements/SLAs	0	0%
Fundraising, events and merchandising	16,606	23%
Donations	6,330	9%
Education & Training	0	0%
Membership Schemes	0	0%
Broadcast Access fees	0	0%
Other Income	239	0%
Sub total income (all cash income):	**45,943**	
Volunteer in-kind support **(See Step 3)**	27,020	37%
Non-Volunteer in-kind support **(See Step 3)**	0	0%
Grand total income:	**72,963**	100%

EXPENDITURE		
Staff	8,688	19%
Volunteer expenses	37	0%
Premises (rent, mortgage etc)	11,460	25%
Technical costs (studios, transmitters etc.)	3,920	9%
Marketing costs	585	1%
Administrative costs	1,614	4%
Programming costs	4,691	10%
All other expenditure	14,105	31%
Grand total expenditure:	**45,100**	100%

Surplus	**27,863**

Cash surplus (excl. all in-kind support)	**843**

Explain how the cash surplus for the year is expected to be used

All surplus will be reinvested in the station on kit, training and development.

Further information as appropriate

Step 2 - Funding sources	**FILL IN THE SHADED CELLS ONLY**	
The total income entered here must agree to the income subtotal in Step 1 above and in cell C		
Local authority funding only	5,861	
Community Radio Fund	0	
Other Public funding only	5,867	
Private/other funding	34,215	
Total	**45,943**	45,943

Is any of this funding restricted?

Yes, £11,728

Step 3 - In-kind support	**FILL IN THE SHADED CELLS ONLY**	
	£	
Volunteer in-kind support (including summary of support e.g. Senior Volunteers)		
	14,338	*e.g. Senior volunteers*
	12,682	*e.g. Volunteers*
Other in-kind support (including summary of support e.g. rent-free studio)		
	0	
	0	
	0	
	0	
Total	**27,020**	

Basis for estimates given above e.g. Based on Ofcom's Senior Volunteer Rate or Pro rata based

Based on Ofcom's hourly rates

Step 4 - Key commitment delivery	**FILL IN THE SHADED CELLS ONLY**	
*Please specify the station's achievements in the year under review in **numbers** as follows:*		
Average number of live hours **per week**	99	
Average number of original programming hours **per week**	161	
The percentage of your daytime output that is speech	30	
Number of volunteers involved during the **year**	80	
Total volunteer hours **per week**, on average	99	

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR000054

Station Name

Gloucester FM

Launch Date

21/07/2006

Web address where you will publish this report.

www.gloucesterfm.com

When will the report be published / available to view?

As soon as possible after it has been emailed 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 **week** (live material is created at the same time as it is broadcast)	99
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]	161
The percentage of your daytime output that is **speech**	30%
Total number of people trained during the **year**	25
Total number of volunteers involved during the **year**	80
Total number of volunteer hours per **week**	99

If appropriate, a list of languages you have broadcast in	

(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 70% music and 30% speech in daytime		
• News, discussion, interviews, information and advice programming of relevance to the target community features daily. Gospel shows, Asian shows and other specialist programmes feature discussion and interviews on issues specific to the listeners of that output.	✓	
• The music is predominantly of black origin. Some programmes include a mixed genre of music of black origin and others will specialise in playing particular genres including, for example: bhangra, drum & bass, roots reggae, reggae dancehall, reggae lovers rock/revival, funk, northern soul, gospel, hip hop, jazz, rhythm & blues, garage.	✓	
• Speech output is mostly English; however other languages occasionally feature, for example: Asian community languages, African languages and Eastern European languages including Romanian. (The range of language groups served may change over the term of the licence.)	✓	
• The service typically broadcasts live output for eight hours a day.	✓	

Explanatory notes re non-delivery (if applicable):

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
• The service has a particular focus on black and ethnic minority communities, together with other disadvantaged groups. Research has identified barriers to participation in mainstream services within local communities and the provision of a community-based radio service is seen as a mechanism to help overcome this.	✓	
• Programming for the target audiences specialises in music of black origin, culturally sensitive information and advice that is not available on mainstream radio, community features and programming in community languages.	✓	
• The service facilitates this where practicable throughout its output. Some programmes are designed specifically with this objective in mind. Such programming specialises in interacting with key local agencies, inviting them to come on air and participate in live discussions. Listeners are encouraged to phone in, write, email or text questions to studio guests.	✓	
• The service carries specialist programmes for the Asian and	✓	

Christian communities. These encourage dialogue with listeners and studio guests.		
• Information is posted on the service's web-site and social media sites.	✓	
• GFM has developed its radio production training with the support of the Bristol-based Centre for Employment and Enterprise Development (CEED), an accredited media-training centre. The service intends to build on this partnership throughout the licence period, developing local training expertise and moving towards the employment of a full-time training manager.	✓	
• The training programme provides a gateway for new volunteers to contribute to output and focuses on the development of wider media and ICT skills for employment. Training courses give priority to young unemployed people and the provision of work experience opportunities.	✓	
• Alongside accredited training courses, the service also provides basic 'taster' sessions for new volunteers along with outreach training in conjunction with community and voluntary organisations as well as with local schools and colleges.	✓	
• Presenters and volunteers are recruited from the target communities. This helps ensure that GFM is able to reflect these communities and builds on links with black, ethnic minority and disadvantaged groups.	✓	
• Through community information and participation programmes, the service promotes better understanding of the issues and concerns of the target communities and contributes to strengthening links among local community organisations and between community organisations and statutory agencies.	✓	
• The service is committed to regular community consultation including an annual general meeting open to the public. These consultative events further assist the service in promoting better understanding of the community.	✓	
• The service provides information about local services and amenities and assists in facilitating access by the target communities to local services.	✓	
• The service contributes to local development by empowering the community through involving it in decision-making, providing a voice, facilitating community consultation on local regeneration and by carrying information and advice relating to social enterprises.	✓	
• The service assists in promoting local employment, training and work experience opportunities.	✓	
• The service promotes the inclusion of black and ethnic minorities as well as other disadvantaged groups by challenging inequalities and promoting equality of opportunity, and by providing better access to and dissemination of information.	✓	
• The service contributes to local cultural and linguistic diversity by carrying programming in community languages, and by providing an outlet for cultural and artistic expression and the development of local talent.	✓	
• The service promotes volunteering in its own operations and provides the voluntary sector with a medium to promote themselves and events to the target communities.	✓	
• GFM recruits volunteers and presenters from the target community. Over the duration of the licence, GFM intends to expand the range of such opportunities and will promote their availability on-air, through	✓	

the local press and informal community networks. It also has direct contact with schools, colleges and community organisations.		
• The service prides itself on being inclusive to the community it serves and requests feedback from its listeners on a regular basis.	✓	
• Every member of the target community has the opportunity to become a member of the management committee. When a person expresses a desire to become a GFM volunteer and confirms their support of GFM's aim and objectives, they will be offered membership. They can then vote on all matters relating to GFM and can be nominated onto the management committee by another member of the GFM family at the AGM.	✓	
• The service holds an annual general meeting at which a report and audited accounts will be presented. Members of the whole local community are invited via the local newspaper, public notices on community notice boards and over air on the station. The service intends to ensure that it remains inclusive and accountable to all its stakeholders. It will post its annual report on its website.	✓	
• GFM encourages listener feedback concerning its service, inviting suggestions as to and how it might be developed in the future.	✓	
• Members of the community have opportunities to give feedback to the management of the service. This is through public meetings, face to face meetings with volunteers / presenters, via email, phone, text or email	✓	

Explanatory notes re non-delivery (if applicable):

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.

• GFM volunteers, research, edit, manage their time and present the programmes themselves in accordance with GFM volunteers & presenters agreement. On completion of training for new volunteers, support is gradually reduced after each broadcast. The volunteer is actively encouraged to do all the aforementioned, thus ensuring there is ownership and helps to build the person confidence and self esteem. The board prides itself on developing volunteers to “have their say” and take ownership and become fully part of the GFM family. The board strives to ensure each person brings his or hers personality to the airwaves and expresses themselves accordingly, this the board believes would not happen if volunteers were not allowed to have their in put in how GFM is managed and how each person present their programme, being a member of the GFM family in Gloucester is something to be proud of.

1.6 Significant achievements

- The significant achievement in 2013 was being awarded the outstanding contribution to the community award at last year Black History Month celebration event which was attended by the Mayor of Gloucester and numerous dignitaries from Gloucestershire, the event was well attended
- Being the chosen radio station by Gloucester City Homes, the organiser of Street Athletics to advertise and coordinate interviews with Linford Christie MBE. The event was a great success and those that won the heats in Gloucester went onto to compete in the grand final of Street Athletics in Manchester.
- Securing a grant from the police commissions grant in Gloucester to deliver accredited radio production training to volunteers and those that are underemployed
- We are please to have provided a platform for 4 of our young volunteer to help build up confidence and self esteem before leaving GFM to start of their university degrees.
- Continuing to broadest to the Citizens of Gloucester is without doubt GFM most significant achievement, this would not have happened without the financial support of our listeners

1.7 Significant difficulties

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

- New owners of Trust Centre increasing the rent to an amount we believe is not reasonable when compared to other properties that rent office space in Gloucester. The new owners gave GFM notice to leave by a specific date when GFM had rent areas. The new owners are private owners and it appears do not have a community ethos approach that GFM has worked within since broadcasting in The Trust Centre began in October 2000, the approach appear to be business is business, it has been difficult for the board and volunteers working in the change of environment

- Shortage of volunteers, GFM has been in a unique position of volunteers gaining life long skills required for employment and then securing employment. Whilst this reflect well on GFM it has been difficult getting new volunteers with the desire and commitment, in particularly those who are unemployed. Government training scheme now means presenters who are unemployed will not be able to volunteer on GFM when they are instructed to attend government training schemes. Sometime at short notice volunteers would have to attend training leaving us with little or no time to source cover for the programme. This has had effect on the amount of advertising generated.

- Raising the money to meet the ever increasing daily running cost to keeping GFM on air. GFM need a dedicated grant fundraising person to write and submit funding application. GFM also needs a radio sales person to sell GFM cheap rates and benefits of advertising on a radio station that is 100% local.

- GFM has one part time employee, a community link coordinator, the role is to ensure key community commitments are met, the role is also dependedant on the employee securing grants to fund the post and carry out the enormous task of interacting with key organaition in Gloucester, and this is a significant difficulty.

1.8 Audience research

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

Please see Google report of Gloucester FM 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	
Name	Derrick Charles Francis
Position	Chairperson
Station	Gloucester FM
Email address	Gfmno1@hotmail.com
Telephone number	01452 525425
Date	7 April 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

Overview

Visits	Unique Visitors	Pageviews	Pages / Visit	Avg. Visit Duration	Bounce Rate
54,361	28,813	253,461	4.66	00:02:43	33.81%

% New Visits
51.98%

Country/Territory	Acquisition			Behaviour			Conversions		
	Visits ↓	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54,361 % of Total: 100.00% (54,361)	52.03% Site Avg: 51.98% (0.09%)	28,284 % of Total: 100.09% (28,258)	33.81% Site Avg: 33.81% (0.00%)	4.66 Site Avg: 4.66 (0.00%)	00:02:43 Site Avg: 00:02:43 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. United Kingdom	44,986 (82.76%)	49.16%	22,113 (78.18%)	30.76%	5.07	00:02:51	0.00%	0 (0.00%)	$0.00 (0.00%)
2. United States	3,306 (6.08%)	75.44%	2,494 (8.82%)	52.99%	3.09	00:01:40	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Thailand	902 (1.66%)	26.61%	240 (0.85%)	70.18%	1.58	00:04:57	0.00%	0 (0.00%)	$0.00 (0.00%)
4. (not set)	682 (1.25%)	60.85%	415 (1.47%)	39.00%	2.39	00:01:28	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Germany	580 (1.07%)	58.79%	341 (1.21%)	45.52%	3.46	00:02:48	0.00%	0 (0.00%)	$0.00 (0.00%)
6. France	489 (0.90%)	32.72%	160 (0.57%)	47.24%	2.00	00:02:53	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Jamaica	237 (0.44%)	38.40%	91 (0.32%)	19.41%	3.65	00:03:00	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Norway	222 (0.41%)	21.17%	47 (0.17%)	51.35%	1.92	00:04:41	0.00%	0 (0.00%)	$0.00 (0.00%)
9. India	196 (0.36%)	64.29%	126 (0.45%)	43.37%	2.44	00:01:56	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Canada	192 (0.35%)	88.54%	170 (0.60%)	41.67%	4.46	00:02:05	0.00%	0 (0.00%)	$0.00 (0.00%)

Browser	Acquisition			Behaviour			Conversions		
	Visits ↓	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54,361 % of Total: 100.00% (54,361)	52.03% Site Avg: 51.98% (0.09%)	28,284 % of Total: 100.09% (28,258)	33.81% Site Avg: 33.81% (0.00%)	4.66 Site Avg: 4.66 (0.00%)	00:02:43 Site Avg: 00:02:43 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Internet Explorer	15,941 (29.32%)	46.79%	7,459 (26.37%)	30.27%	5.88	00:03:35	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Chrome	12,612 (23.20%)	50.00%	6,306 (22.30%)	28.35%	5.48	00:03:03	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Safari	10,590 (19.48%)	50.23%	5,319 (18.81%)	41.11%	2.91	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Firefox	6,967 (12.82%)	59.04%	4,113 (14.54%)	39.63%	4.94	00:02:43	0.00%	0 (0.00%)	$0.00 (0.00%)
5. Safari (in-app)	2,871 (5.28%)	56.29%	1,616 (5.71%)	30.48%	2.69	00:01:34	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Android Browser	2,777 (5.11%)	56.21%	1,561 (5.52%)	29.24%	3.41	00:02:16	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Mozilla Compatible Agent	1,217 (2.24%)	86.03%	1,047 (3.70%)	68.12%	2.08	00:01:00	0.00%	0 (0.00%)	$0.00 (0.00%)
8. BlackBerry	425 (0.78%)	43.53%	185 (0.65%)	8.47%	3.72	00:02:08	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Opera	206 (0.38%)	60.19%	124 (0.44%)	39.32%	9.28	00:04:59	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Mozilla	179 (0.33%)	53.63%	96 (0.34%)	6.15%	3.99	00:05:41	0.00%	0 (0.00%)	$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 49

This report was generated on 05/04/2014 at 14:42:23 - Refresh Report

Visits	Unique Visitors	Pageviews	Pages / Visit	Avg. Visit Duration	Bounce Rate
54,361	28,813	253,461	4.66	00:02:43	33.81%

% New Visits
51.98%

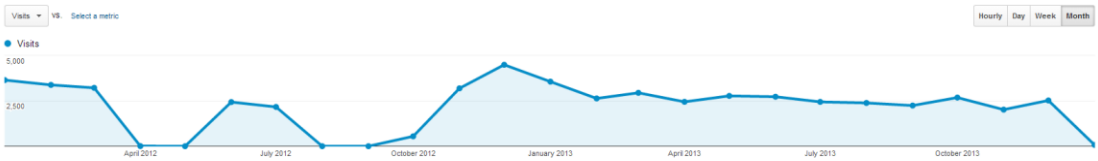
Demographics
- Language
- Country/Territory
- City

System
- Browser
- Operating System
- Service Provider

Mobile
- Operating System
- Service Provider
- Screen Resolution

City	Visits	% Visits
1. Gloucester	9,825	18.07%
2. London	8,733	16.06%
3. Cheltenham	5,358	9.86%
4. Birmingham	2,484	4.57%
5. Worcester	1,810	3.33%
6. Bristol	1,705	3.14%
7. (not set)	1,661	3.06%
8. Bangkok	686	1.26%
9. Brasted	621	1.14%
10. Solihull	509	0.94%

view full report


Visits
vs.
Select a metric
Hourly
Day
Week
Month
Visits
5,000
2,500
April 2012
July 2012
October 2012
January 2013
April 2013
July 2013
October 2013