



Gloucester FM Report 2007-2008

Acknowledgements

Carol Francis JP	Vere Richards
Paul Johnson	Jerry Hipkiss
Simme Ranks	Kim Hunt
Colin Riley	Jerry Jenkinson
Andeta Williams	Parmjit Dhanda MP
Bernard Westcarr	Verona Vidal
John Mustoe	Pastor Crawford
Andrew Harley	Jason Smith
Stantex	HATS
Severnside Security	CEED
Advance Mobiles	BTD LTD
HM Revenue & Customs	Big Lottery
The Henry Smith Charity	The Citizen
Gloucester City Council	Liquid
Slatter Electrical	HLF
Hitchins Family Trust	Job Centre Plus
Gloucestershire County Council	Caribbean Wrap
Barton & Tredworth Community Trust	Top Taste Restaurant
Church Of God (Seventh Day)	Community Counts
New Testament Church (Stroud Rd)	

Many thanks to everyone that participated in delivering music, news, information and advice and interacted with the community on GFM.

Dear Members

Welcome you to GFM annual general meeting. Since last years AGM the board's aim has been to continue increasing the amount of news, information and advice broadcast to the community without losing the music edge that has endeared us to our listeners far and wide.

Finding the right balance of music, news, information and advice has been a challenge and continues to be a challenge, some volunteer presenters accepted that this is a part of GFM license remit and have responded well. Some have struggled to deliver what is a requirement of GFM community radio license.

However, the introduction of Saturday Soup and Replay has helped to re-dress the balance of broadcasting more news, information and advice. Those who miss Saturday Soup and The Community Link Show can now listen to the programmes again in Replay Monday-Friday 11.00am-12.00pm. On behalf of the board I must express our gratitude to everyone involved in the research, preparation and the presenting of these programmes

In general things have improved, however to deliver more of what is required, there will inevitable be change in programmes and personnel. The board has continually made it clear that no one can have a seat for life and that GFM needs to evolve and the aim is give other people from the community opportunities accordingly, just like existing volunteer presenters were given an opportunity to present a programme on GFM community radio.

The presence of the station manager on site and being contactable should have helped GFM grow and ascertain financial stability. Unfortunately, this has not been the case so far and funding for the post of station manager runs out in May 2009. Securing revenue will be critical to the long-term future of GFM and the current position of station manager.

It was hoped that by setting up a dedicated fundraising committee that included the station manager, the pressure of raising funds would be shared. Unfortunately, this was not the case; John Mustoe resigned, as the lead person of the sub committee and as a consequence of this, the aims of the fundraising committee has not come to fruition. Nevertheless, on behalf of the board I must thank everyone who attended the meetings and helped with the fundraising events that were put on, to date £3514.46 has been raised through fundraising.

GFM has set up a music sub committee and the lead person is Colin Riley. The idea of the music committee was that there would be a collective of people involved that determine the genre of music that is played when GFM is in the mix. I must express the boards thanks to Colin and all of those who came forward to help and continue to provide music to enable GFM to play more of what is played during normal broadcasting hours.

In May 2008 Carol Francis stepped down from the board to become GFM community link coordinator in June 2008. Carol had a pivotal role within GFM not only as a presenter but also as company secretary and has been missed. GFM is fortunate to have secured three years funding for this post from Gloucester City Council. The community link coordinator role will be an important role for the future of GFM and it is hoped that Carol will develop more links with schools and voluntary and statutory organisations.

At present there are 100 registered members of GFM and this is made up of members of the community as well as volunteers and presenters. It's particularly pleasing when people from the community give GFM monetary donations. This is a clear indication that our listeners want GFM to continue serving the community indefinitely, not just for five years

At last years AGM Colin Riley and Andeta Williams were elected onto the board. Unfortunately, Andeta resigned earlier in the year and John Mustoe will also be stepping down from the board at this year AGM. On behalf of the board I must express our gratitude to Andeta and John for their help and support during the time they served as board members

This year the board needs four members to join the board with experience of working on a management committee and who will have the time to dedicate to the running of GFM. New board members must be prepared to forgo personal activities if elected to the board. The board is seeking someone to become company secretary that has excellent IT and administration skills and can take minutes and three more board members with experience of working on a management committee.

Delivering the broadcast in year three of the five-year license will require a huge improvement on what was achieved in 2007-2008. I'm hopeful that everyone involved with GFM will step up to the plate.

Finally, On behalf of the board I must express our thanks to all the listeners that tuned in via the airwaves and the internet, all those that have given financial donations and gifts to the GFM family, sponsors and advertisers, GFM staff and all the volunteers past and present for the help and support thus far.

Best Wishes



Derrick Francis
Chairperson

GFM Station Manager's Annual Report 2007-2008

In May 2007 I became Gloucester FM's first full time employee when I was appointed Station Manager. The funding for this post came from the Heritage Lottery Fund, Community Radio Fund and The Big Lottery

Over the last twelve months there have been many changes implemented which have enabled Gloucester FM to develop and improve its service to the listeners.

In July 2007 Gloucester FM improved its service to the listener by implementing regular scheduled weather and traffic reports. Gloucester FM now has the news played whilst "In the mix overnight"

Training

I introduced a new program of training and retraining in order to give the presenters the necessary skills to deliver the changes. The GFM training manual was also re-written to incorporate GFM new programme structures and the use of new equipment installed. The training manual will be a source of reference for new and existing volunteers and will be re-printed and re-issued shortly. Since the training commenced over 67 volunteers have either received refresher or initial training.

The Floods of July 2007

In July 2007 Gloucestershire experienced the worst peacetime disaster in living memory when the area became flooded. Much of the City suffered power cuts and was without running water for days.

The true importance of Community Radio was shown as GFM broadcasted local information throughout the emergency period. The heavy rain began in the morning of Friday 20 July 2007 and by the afternoon DJ Cage (Dermain Batchelor) was besieged with calls from listeners asking for updates, by the time Perry J commenced presenting the Drivetime show the city was in gridlock. Perry, J presented what was probably the best programme he has ever presented on GFM and kept the citizens of Gloucester informed throughout the traffic chaos that engulfed the city and surrounding areas.

During the floods Islamic Relief distributed drinking water in Gloucester. GFM welcomed the Islamic relief team to its studios led by Jehangir Malik and we were delighted to say thanks on behalf of GFM listeners for the help.



Over the next week I attended the daily press conferences, which was held by the emergency services. My presence at these conferences raised GFM's profile amongst the local media and also proved that community radio can provide high quality news output for its listeners

After the crisis, the Chief Constable of Gloucestershire, Dr Timothy Brain thanked all the local media agencies including the GFM 96.6 team by letter.

Black History Month. October 2007

GFM focused on the achievements of members of the Black community in Gloucester. Special programmes were presented during the month and the listeners were given opportunities to participate in these programs. With the support of Gloucestershire Archives, Net9design and the Heritage Lottery Fund GFM has designed a Black History web site dedicated to those that have made history in Gloucester or as had an historical impact on the city of Gloucester. The website has become a source of reference for information on the impact of black people in Gloucester. The website is still being developed and will continue to be developed as and when additional information is sourced.

Christmas 2007

In November 2006 and the Christmas holiday period of 2007-2008 GFM recognized the need for continued live broadcasts over this period. In fact GFM

was the ONLY station in Gloucester to broadcast live programming from Gloucester throughout Christmas Day.

As part of the partnership with local schools GFM recorded and broadcasted a selection of primary school Christmas productions to GFM listeners that was well received by the schools, parents and the children who part in the productions.

Interaction with listeners from outside of Gloucester

GFM is often seen as the first point of contact by individuals and organizations from outside of Gloucester who wish to interact with BME community in Gloucestershire. The individuals and organizations often find GFM via the website and make contact by phone or email.

Interaction with the local community.

The board, volunteers and presenters at GFM consider themselves to be family and this sense of family is passed on over the air to the community. Listeners engage with the station and with each other by text message, email, phone calls and letters. Birthday dedications, birth announcements, and “shout-outs” are read out over the air as well as funeral condolence messages.

The numbers of text messages received from GFM listeners from 1 August 2007-31 March 2008 6034

Emails received 5432

Telephone calls received 15288

www.gloucesterfm.com: **The Usage Analysis** is the important one.

From 1 April 2007 to 31 March 2008, There were: - **Total Hits of 36647092** (this is graphics, pages, web cam etc) **Total Page Hits of 969183**, this just under a million pages served from GFM website.

GFM has provided music for community events such as the opening of the Light House Centre and the Fathers Day event at the Bartongate Children’s Centre. Gloucester.

GFM has also had market stalls in Eastgate Mall. The aforementioned events enable presenters to meet and interact with listeners on a personal level.

Open day



More photos from the open day are displayed on the GFM website
www.gloucesterfm.com

As Part of its' license application GFM is required to meet with its listeners at least once a year to receive feedback, on May 5th 2008 this took the form of an open day. This was well attended with over 200 people attending. It was an excellent opportunity for the management, volunteers and presenters to receive personal feedback from the listeners. It was also an opportunity for the management, volunteers and presenters to be able to put names to faces.

GFM has continued to build on its good relationship with the local newspaper The Citizen. Local news is sourced from its pages and GFM's programme schedule now appears daily in the newspaper.

Work Experience

GFM has continued to develop links with schools in the city and as such has given work experience placements to a total of four pupils from Brockworth Community College, Central Technology School and Ribston Hall School. During these placements the pupils were given the opportunity to see and be part of the day-to-day running of the station. They carried out tasks such as researching, interviewing and editing. Within a couple of days all of the students were live on air reading out weather reports that they had researched themselves.

Studio Guests

GFM has continued to develop links with record companies and artists, and as such GFM presenters have carried out interviews with artists such as Shaggy, Wayne Wonder, Morgan Heritage, Souljah Boy.

As well as guests from the world of music GFM Presenters have also interviewed Parmjit Dhanda MP, the Jamaican High Commissioner and the Bishop Of Jamaica.

Second birthday

GFM celebrated its second year of full time broadcasting by holding a fundraising birthday party at Liquid Diva in Gloucester. Over 400 people attended the party and £2410 was raised for GFM. The money will be used to carry out repairs to studio equipment and also go towards general running costs of keeping the station on air.

Summary

My proposed plans for the station for the forthcoming include the following:

- To develop the growth of GFM by increasing the number of volunteers and presenters.
- To continue to raise the high profile of GFM in the county of Gloucestershire
- The development of new programs.



Vere Richards
Station Manager
Gloucester FM (GFM 96.6)

GFM's Community Link AGM Report

I have been in post since 19th June 2008. Since being in post I have made contact either through telephone or meeting with 25 people as time go on this will almost certainly increase as I plan to go round to the local schools. I have already set a date for September to go to Beaufort.

Survey: As part of GFM grants seeking we needed to do a survey. This was done by sending out survey forms to local schools via the website and at GFM's open day in May. I was asked to calculate the results and input onto a database and write a report on the findings. There were a total of One hundred and ninety one surveys forms completed. There is a separate report to cover this.

Ceed Training: GFM was able to secure funding for Media training provided by Ceed from Bristol.



15 People age ranging from 15 to 50+ did the training and the feedback was very encouraging. A few volunteers have asked if the training could be done in the evening as a few people who wanted the opportunity to take up the training found it difficult to do as it was over a week in the day. GFM will now take this on board and firstly seek grants to enable more training.

The Community Link Show was set up mainly for young people to get experience within broadcasting. However, what have come to light that from April through to July most young people are preparing and taking exams, which leave us on Community Link Show short on young people volunteering. This is something I will have to look into and maybe for that period of time seek an older age group to volunteer on the community link show.



Tahmina Khan, a young volunteer who has been with us for 2years, has now been trained up and presents the Thursday evening young people's Community Link show alternate months with Chanelle Howe another young volunteer.

The Future: GFM is reliant on securing grants, donations and advertising to be able to carry on broadcasting and employing staff.

A handwritten signature in black ink, appearing to be 'Carol Francis', written in a cursive style.

Carol Francis (Mrs)
Community Link Coordinator

Gloucester FM Listeners Survey

2008

This is a Report with the results of Gloucester FM survey, which was carried out in 2008. The survey was posted on GFM's website sent to local schools and handed out to at GFM's open day In May

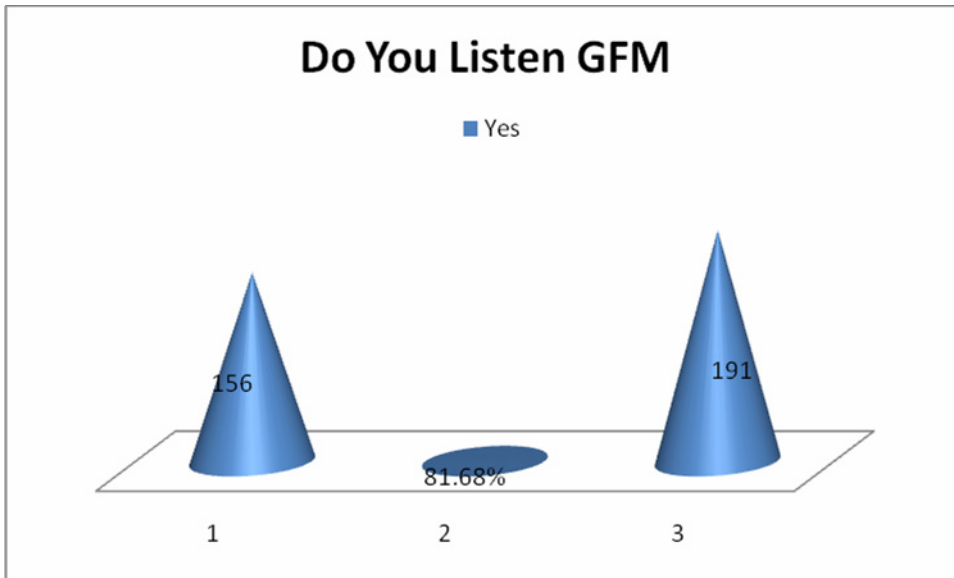
Report compiled by:
Carol Francis
Community Link Coordinator

GFM SURVEY RESULTS

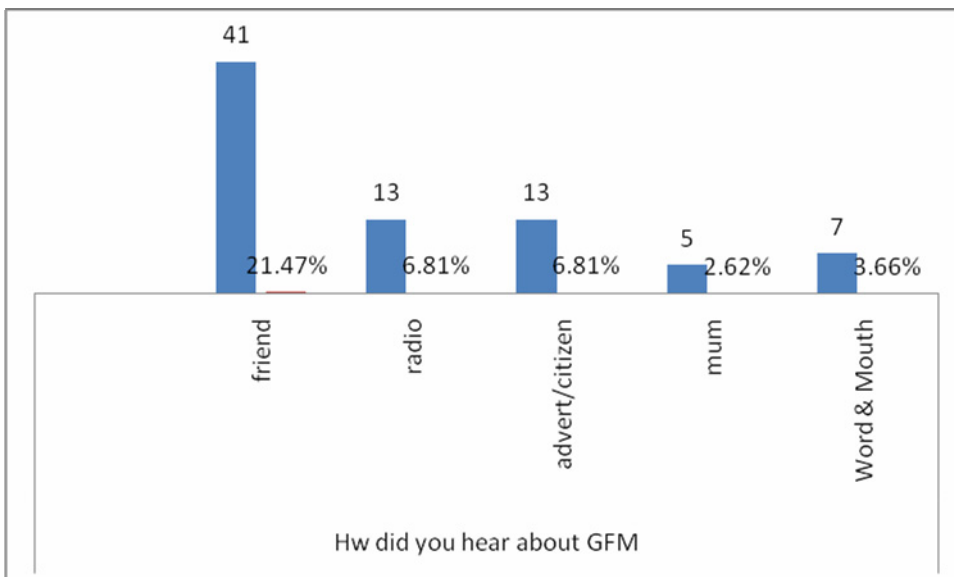
Forms received 137 and 54 from the website total of 191. There were some questions that were asked on the foot survey that was not on the website. Survey forms were sent to local schools and people who attended the GFM open day

Not all questions were completed

Do you listen to GFM: 156 people listen to GFM

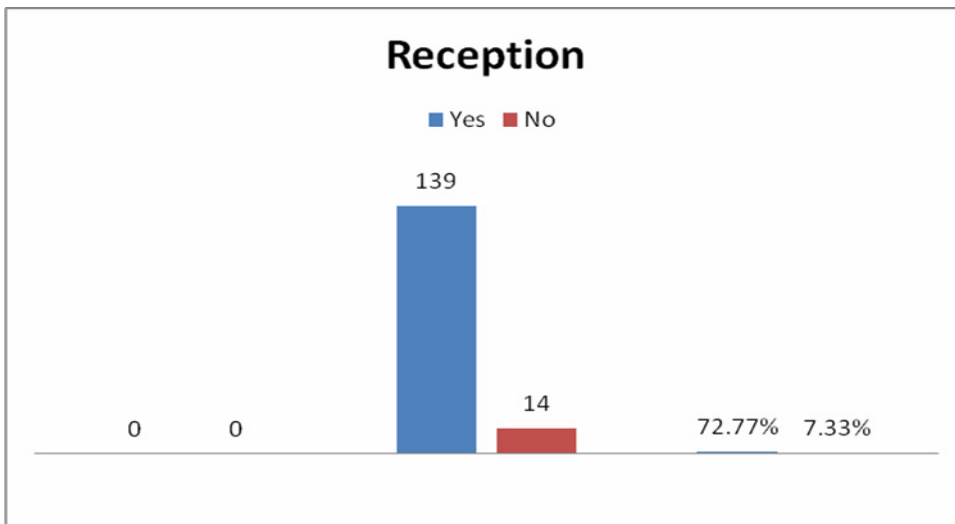


How did you hear about GFM:



Those who put family members and actual names were included in friend

Is reception Clear:

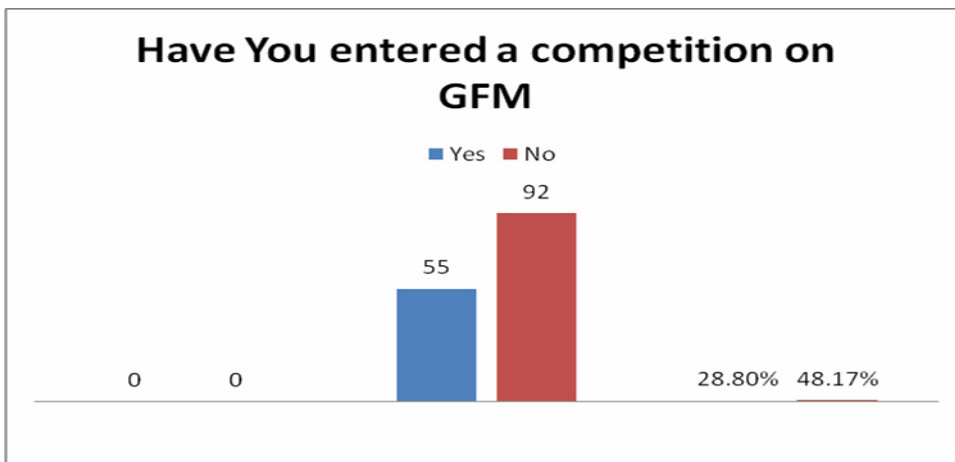


Have you text emailed or phoned GFM

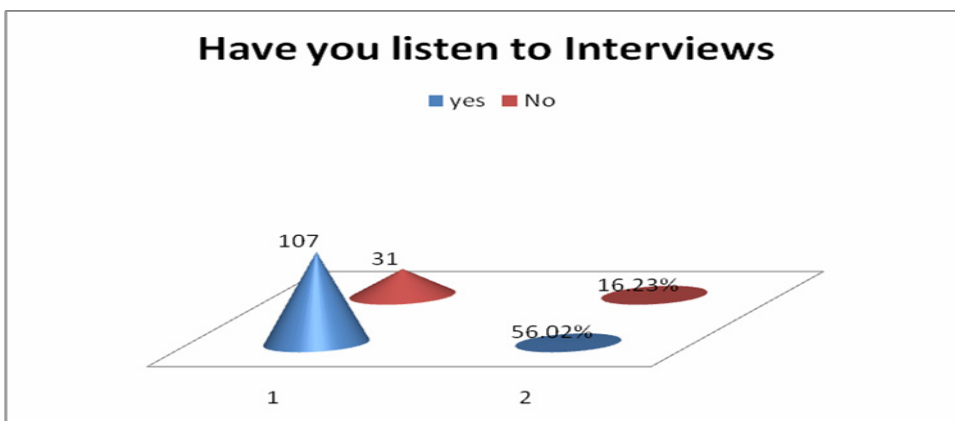
56 Peopled answered yes. NB This question was not on the website

Have you entered a competition on GFM?

It was interesting that for this question those who completed on the website only 18 out of the 55 had entered a competition on GFM

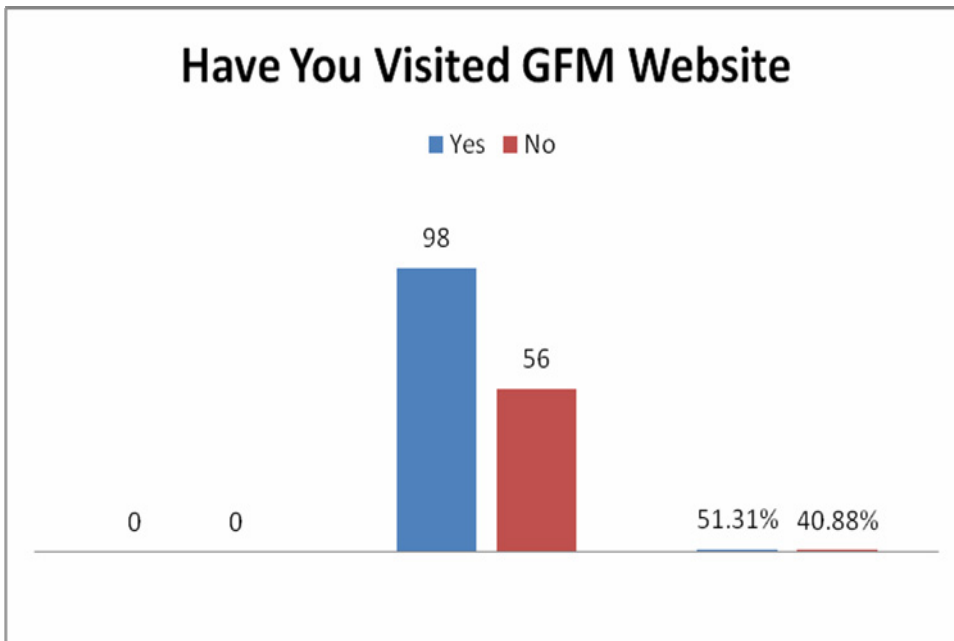


Have you listen to interviews on GFM:



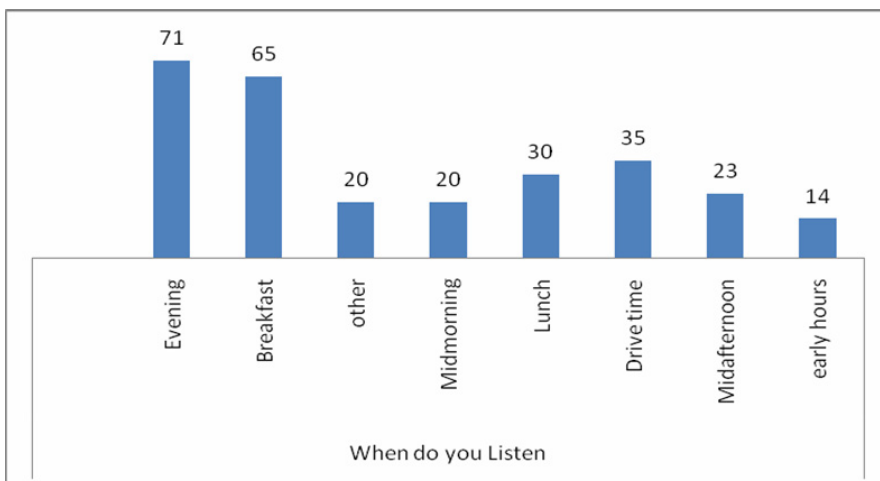
Have you visited GFM's website.

The no figures are taken from the foot survey as it can be taken that all 54 completed on the Internet would have had to visit GFM's site to complete.



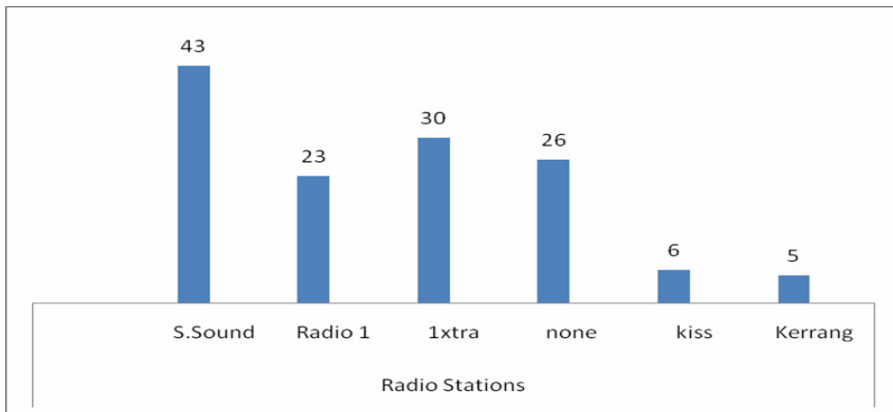
When Do you Listen to GFM:

There are no percentages as this question people could tick more than one answer. Therefore this graph shows actual numbers.



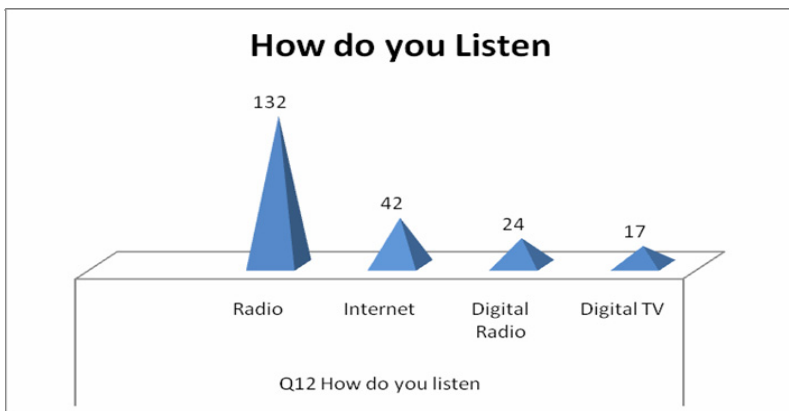
Other radio stations listen to.

Here I have taken the most popular for the graph. Other stations mentioned: Newstyle, Talk sport, Heart, 5 Live, Ujima Stroud community Sun Rise and Solor Radio. These mainly came from those who completed on line.



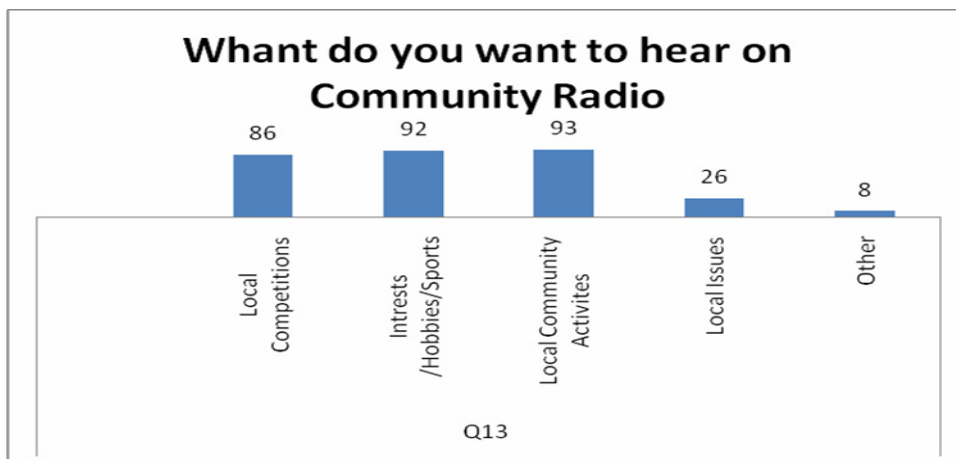
How do you listen?

I think some people answered this question with regards to how they listen to other station as well, because there are 24 and 17 people who listen by digital radio and TV.

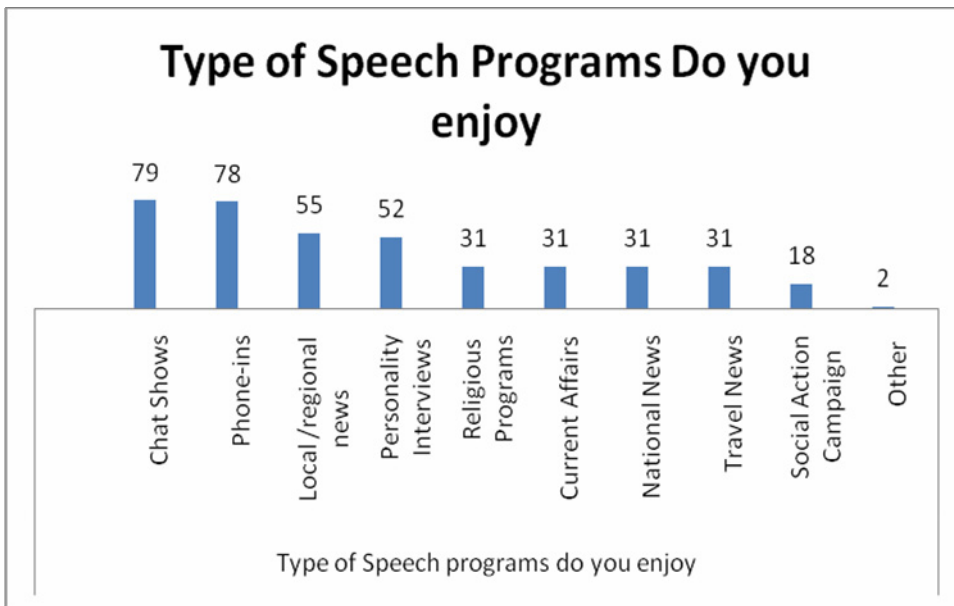


What do you want to hear on a local Community Radio

There are no percentages as this question people could tick more than one answer. Therefore this graph shows actual numbers.

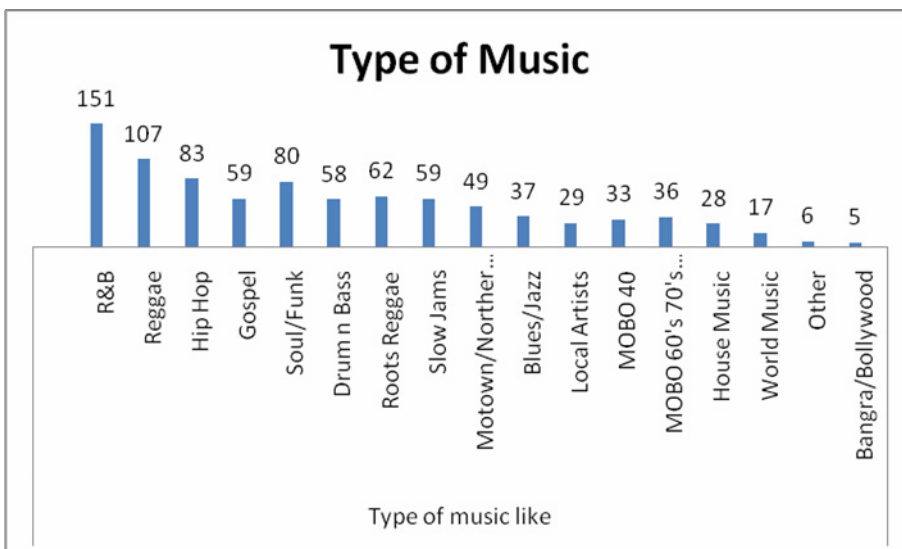


Type of speech programs do you enjoy?



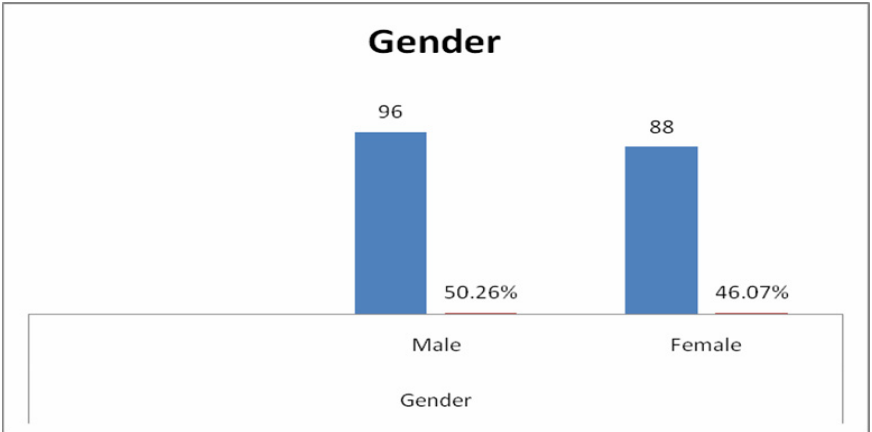
Types of music do you enjoy:

The comparisons with the web was interesting eg., RNB 37 Compared to 114 from foot survey reggae was another 37 compared to 70 and there was none for Bangra/Bollywood by foot survey.



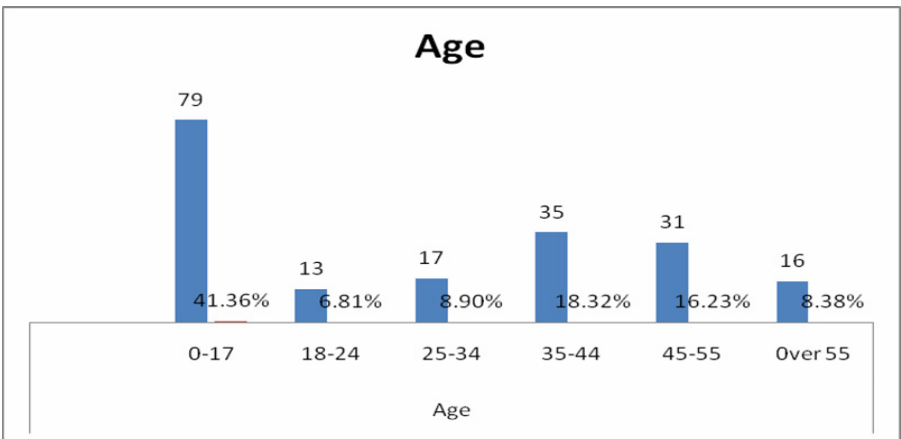
Gender

Web comparisons 31 males completed on web compared to 65 and 22 females compared to 66 however on foot survey there was only a difference of one between male and females.



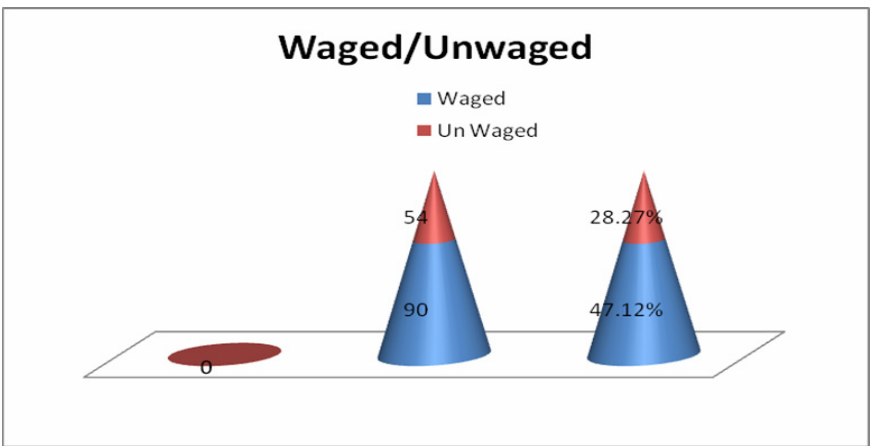
Age

Comparisons there was a big difference in the age group 0-17 only 3 completed on the web compared to 76 However this could be that survey forms were sent to local schools.



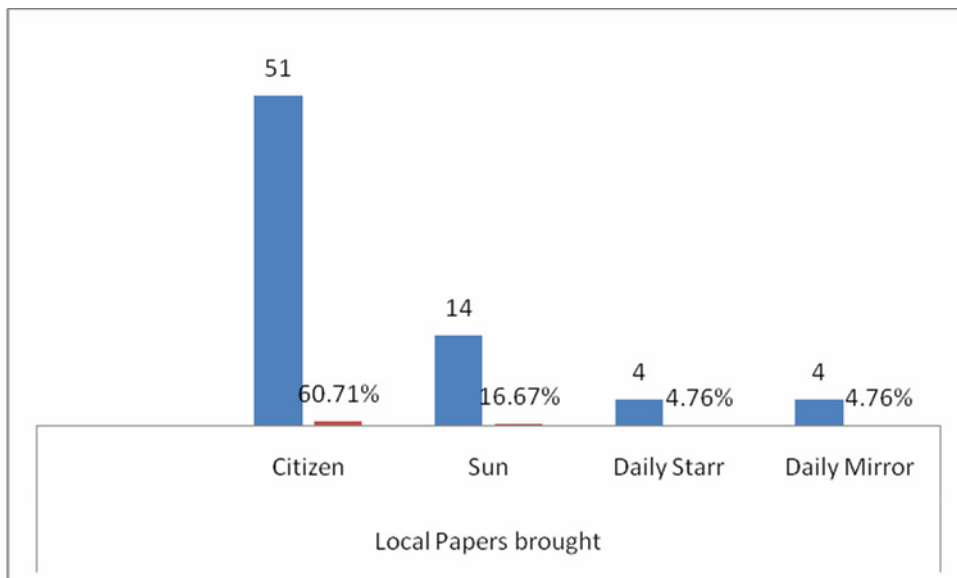
Waged/Unwaged

This shows that both foot and web more people who are working listen to GFM.



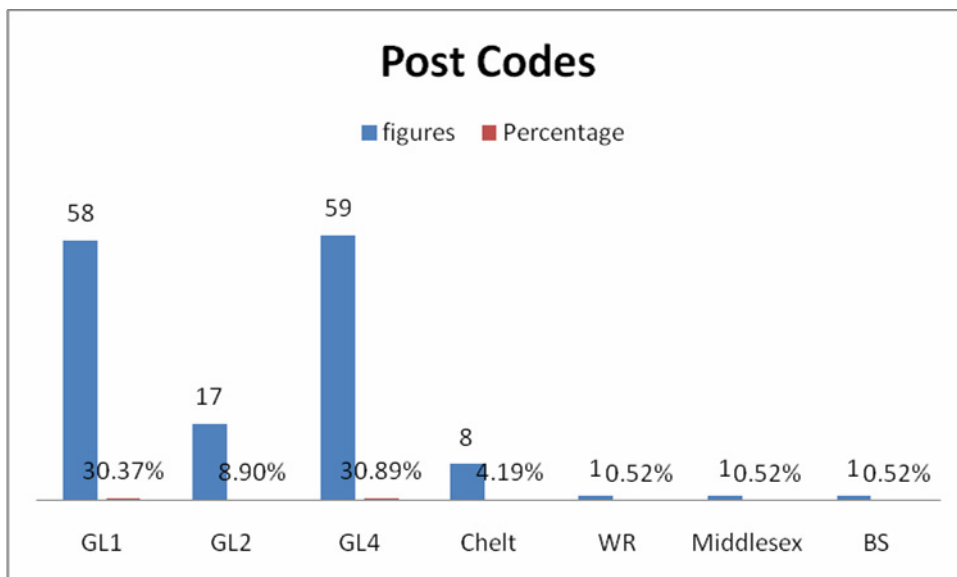
Do you read a national/local paper – State which one

123 said they read either a national or local paper. While the foot survey asked to state which one the website did not. Therefore, the figures in the graph are from the 137 completed. Other papers that were mentioned: Telegraph, Metro and Daily Mail.



Post codes:

Has you can see from the graph some people who completed the survey live as far a field as Middlesex other places locally in Gloucester who did not know their post codes: Hucclecote, Tuffley Linden and Longlevens.



Emails

87 people gave their email address to Enable contact if necessary

Questions 7 what do you like about GFM,

The most Common answers: The variety of music, the DJ's/Presenters, the localness and the community spirit. Someone said they used GFM when their Father died.

8 What do you dislike about GFM:

The most common answers to Question 8: These varied from people saying there was nothing they disliked to The DJ's/Presenters talking over the songs, Information/news not being read clearly. The adverts played some felt too much and some did not like sexual health adverts. There were also the fact people who did not live in Gloucester wanting to be able to hear GFM on their radio

10 what would you like to see on GFM website The most common answers to question 10: Some sort of replay of programmes. More information on events and Pictures.