

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2013

Station details

Licence Number

CR000223

Station Name

Susy Radio

Launch Date

15/07/12

Web address where you will publish this report.

http://susyradio.com/about-us/Susy_Radio_Ofcom_Report_2013.pdf

When will the report be published / available to view?

9th April 2014

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)	118
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]	119
The percentage of your daytime output that is speech	23%
Total number of people trained during the year	35
Total number of volunteers involved during the year	52
Total number of volunteer hours per week	137

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 2013

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> During year one of the licence period, output typically comprises 85% music and 15% speech in daytime, with a higher ratio of music in the evenings and overnight. For the remainder of licence period service will comprise 80% music and 20% speech, with again a higher ratio of music in the evenings and overnight. 	YES	
<ul style="list-style-type: none"> Music output comprises a selection of current popular music and oldies along with other non-mainstream tracks. We also commit to playing specialist genres e.g. Country and Western, New Wave Country, Soul and R & B. 	YES	
<ul style="list-style-type: none"> Speech output will include local and community news and information, interviews, discussions and phone-ins. 	YES	
<ul style="list-style-type: none"> The service will typically provide 12 hours of original output per day. (Original output is first play material that may be live or pre-recorded (but not automated or repeats). 	YES	
<ul style="list-style-type: none"> Studio location: this will be within the target area 	YES	

Explanatory notes re non-delivery (if applicable):

--

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Promotes social cohesion across the communities of Redhill and Reigate, plus surrounding areas. 	YES	
<ul style="list-style-type: none"> Highlights local issues and provides a discussion platform for the expression of views and comment. 	YES	
<ul style="list-style-type: none"> Supports and publicises local events, organisations, arts and local talent. 	YES	
<ul style="list-style-type: none"> Participates in and organises local fundraising events and donates profit to local causes. 	YES	
<ul style="list-style-type: none"> Provides local employment information. 	YES	
<ul style="list-style-type: none"> Meets the listening needs of local minority groups and their organisations by providing information and the opportunity to participate. 	YES	
<ul style="list-style-type: none"> We train at least 30 people per year to be studio competent and ready to go on air. We have an ongoing training programme for new members and others in the community, and hope to help trainees develop more specialised skills such as, but not limited to, production, news programming and other more advanced skills that are needed for people in the radio industry. 	YES	
<ul style="list-style-type: none"> The community is encouraged to use the 'drop in' area of the 	YES	

premises and 'contact cards' made available in local retail outlets. These are to encourage feedback on the service.		
• A listener panel is in place to generate feedback on all aspects of the service.	YES	
• Outside broadcasts including ad-hoc street interviews and a presence at events, provides information regarding local listener views, tastes and attitudes.	YES	
• The inclusion of an 'on air feedback' programme facilitates interactive programming.	YES	
• Directors and senior staff meet every three months.	YES	
• The board will consider feedback from the community, staff and listener panel, and act on it as appropriate.	YES	

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.

Volunteers are key to the successful operation of the radio station and we have been very fortunate to attract many such people. By the start of 2013, we already had over 35 people involved with the station as volunteers. We have picked up more throughout the year and by the end of 2013, the volunteer count, including presenters, engineering, back office, road shows, admin, music scheduling, advertising production, news, roadshows, planning and sales exceeded 50.

It's very difficult to put an average figure on 'per volunteer hours' as the work is not simply presentation of a show. The volunteer work includes all aspects (as noted above).

In terms of presentation, volunteers generally have a minimum 2 hours on air, coupled with at least an hour's preparation (done onsite or offsite). Some presenters have regular daily shows, others have weekly shows, or shows of other frequencies.

The most meaningful response here would be to say that volunteers work between 3 and 25 hours per week. Some, such as engineers, members of the management and the Directors work far more if one includes planning and troubleshooting.

We are fortunate to have a highly dedicated team which enables us to have a very high percentage of 'live' hours during national holiday periods including Christmas, New Year, Easter and all Bank Holidays.

1.6 Significant achievements

Over the course of year 2012 - 2013 Susy Radio has made strong inroads into interacting with the community. This primarily starts in the studio with good telephone skills by all presentation staff and the use of social media, with Facebook and Twitter being the primary source of communications to the studio rather than texting or telephone calls. Social media is often used by the presenters to ask questions of the listener and to gain a response, and makes for plenty of comment and good content within programmes. Social media is often an alternative way to get an initial lead on a news story, and our team of media journalist trainees and trained journalists often pick up on those small stories and then develop them.

Use of the internet and Susy Radio together is helping local charitable and non-profit organisations to find a voice in the community. These groups have the additional opportunity to promote an occasion on our website's events guide.

Hidden from presenters, the listener panel is made up of persons known to the chair selected from a wide cross section of the community. Within this panel we have a local authority employee, a taxi driver and a school crossing patrol person. Members of this listener panel report useful feedback information back to the Chair. Comments concerning programming are passed onto the Programme Director for deliberation or for further discussion with a particular presenter, which often leads to a higher standard of presentation being met.

Susy Radio is very much 'out there' as part of the community attending many differing events ranging from village fairs through to providing the whole sound for stage and arena. In one instance, Susy Radio played a huge part in the Olympic torch relay just after launch. The Olympic torch relay was broadcast live on air from three separate locations within the Susy Radio transmission area. In addition, the station ran three separate roadshows organised by two local authorities and a local Lions club in just one day!

In addition to roadshows, Susy Radio broadcasts at many events across the transmission area. We broadcast live during the St George's Day celebrations from Horley High Street with programmes being presented from our mobile trailer studio for five hours. Crawley town centre management asked us to cover the London to Brighton Veteran Car Run half way stop in the town's High Street. This was the first ever full radio show broadcast live from the event, with the mobile unit set in a location with public access, but with presenters able to work remotely using microphones and 'talkback' facilities within the paddock, the car arrival area, which made for some excellent radio.

Event organisers have been commenting that they have seen increased footfall during events due to promotion on Susy Radio. Many have been delighted by how the Susy Radio team have acted in an extremely professional manner. Indeed, we have reached the stage where some presenters are now being requested by name to attend events.

During the winter of 2012 our transmission area became affected by snow and ice. Our presentation team worked hard to ensure that up-to-date travel news was broadcast regularly, and that listeners were notified of anything affecting the local area, such as school closures or power cuts due to the inclement winter weather.

At Christmas and the latter end of 2013, our TSA was heavily hit by storms, high winds and local flooding. The radio station became a source of information for listeners and flood warnings were issued on air and then copied across to Facebook and Twitter, where well over 1000 reads were recorded. Presentation staff covered for each other and doubled up

when travel information peaked, to ensure accurate information was given during the worst of the weather. Listeners often called or utilised social media to make us aware of issues arising. As a consequence of this, we have linked with an online newspaper in Crawley which also fed through travel information to us. This relationship continues.

Our local news team receives regular training. This team has expanded in number, and as a result we are now able to broadcast local news and sport (after the international and national news from Sky), from Monday to Friday at peak times, during Breakfast at 7, 8 and 9.00am, again at midday and during 'Drive Time at 4, 5, 6 and 7pm.

Early in 2013 we entered into a conversation with management at BBC Radio Surrey and Sussex with a view to cooperate with news and to provide additional training opportunities for our news team.

During 2013, presenters were called upon to announce the death of both Baroness Thatcher and Nelson Mandela. These announcements were handled with professionalism and with the utmost care.

Broadcasts continued as normal despite the re-laying of the concrete floor in front of the main studio, always with health and safety as the main priority. A second studio is nearing completion, and this will help our team to develop our local news service further. Its arrival will also help us to increase training opportunities and when required, we also have the option to broadcast our programmes live from this facility which provides additional maintenance time for our station engineers.

We now collaborate with other local media on a regular basis, particularly with two of the largest and most popular newspaper titles within our transmission area, the Surrey Mirror and the Crawley News. Indeed, the Chief Reporters from both titles broadcast on our programmes, promoting news stories in their latest editions every week.

Susy Radio has assisted many local non-profit causes by broadcasting information on events and then promoting those events through listings on the Susy Radio website.

We will continue to develop our interaction with the community we serve whilst making constant improvements to our programming going forward. In addition, whilst recruitment has been going well, we intend to recruit more volunteers to help us 'grow' within the community.

1.7 Significant difficulties

Do you wish this section to be kept confidential?	YES	NO
None		

1.8 Audience research

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

We can report on a steadily increasing number of online listener hours, but we hope to carry out some in-depth audience research on the reach of the FM service during 2014/15. Certainly, the amount of emails and texts has risen substantially as has interaction with listeners and the community at large through social media outlets, Twitter and Facebook.

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	David King
Name	David King
Position	Director
Station	Susy Radio Ltd
Email address	Dave.king@susyradio.com
Telephone number	07702 249071
Date	9 th 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