

Section 1

Key commitments Annual Report Form

.1 Community Radio Form: Year Ending 31 December 2012

Station details

Licence Number

CR095

Station Name

Cambridge 105

Launch Date

30/09/2007

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

~~– published by May 2013~~

<http://cambridge105.fm/documentation/public/CR095-KC-report-2012.pdf>

- published April 2013

<http://cambridge105.fm/ofcom-annual-report-2012>

.1 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)	97.5
Average number of original programming hours per week (original material includes pre-recorded and live material but does not include repeats or automated or voice tracked).	105
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	160
Total volunteer hours per week	260

If appropriate, a list of languages you have broadcast in	English, Italian, Polish
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(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 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Output typically comprises 80% music and 20% speech ('speech' excludes programme/promotional trails). 	Yes	
<ul style="list-style-type: none"> Music output offers a broad selection of genres; the choices are subject to change, reflecting popular opinion and review by the management team. The type of music played may include: classical, dance hall, dub, electronic, funk, folk, house, indie, jazz, soul, reggae, rock, pop, urban and world, as well as experimental music. The station also promotes local bands and musicians. 	Yes	
<ul style="list-style-type: none"> Speech output includes magazine programmes, news and sports reports, debate and opinion programmes, community information, what's on guides and reviews. 	Yes	
<ul style="list-style-type: none"> The output is mainly in English; it incorporates programming in other languages depending on community demand and the availability of members. 	Yes	
<ul style="list-style-type: none"> The service typically has at least 8 hours of original programming per day (live programming may include pre-recorded inserts, if applicable). The majority of the output is locally produced. 	Yes	

Explanatory notes re non-delivery (if applicable):

.1 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> The station engages with community, voluntary and grass-roots organisations to reach people under-served by mainstream media and radio broadcasters. It provides opportunities to get involved in the management of the organisation and the production of radio shows to the local community including minority and under-served groups in the area. 	Yes	
<ul style="list-style-type: none"> Speech programmes invite guests for open discussion pieces. 	Yes	
<ul style="list-style-type: none"> Any person may become a member of Cambridge 105 FM Radio Ltd. Members participate in the various aspects of running Cambridge 105 FM Radio Limited. They can undertake training in all aspects of making and producing radio programmes and may participate in speciality areas of production such as news and outreach activities and outside broadcasts. 	Yes	

<ul style="list-style-type: none"> • Training is an on-going part of membership to the station to enable individuals to complete the duties they have signed up for, such as presenting, reporting, producing or editing. The station trains at least 20 people a year. 	Yes	
<ul style="list-style-type: none"> • The station provides at least four training work experience places a year. 	Yes	
<ul style="list-style-type: none"> • The station uses its broadcast activities to be a point of contact for social groups, allowing the exchange of ideas, cooperation and mutual help and guidance. 	Yes	
<ul style="list-style-type: none"> • The station has links with local organisations such as the local hospital, local schools and colleges, offering programming opportunities, and public and business involvement. 	Yes	
<ul style="list-style-type: none"> • The station uses outside broadcasts and events to reach people in the community and throughout the area. 	Yes	
<ul style="list-style-type: none"> • The station promotes volunteering opportunities and voluntary group activities in the community. 	Yes	
<ul style="list-style-type: none"> • The station publicises opportunities for members to help and become involved in the running and provision of the service via its website. There are opportunities for approximately 100 members, of all ages and backgrounds, to become involved with the station. 	Yes	
<ul style="list-style-type: none"> • Listeners are encouraged to get in touch with the station through various means including telephone, email, text messaging and the station website. 	Yes	
<ul style="list-style-type: none"> • The station has a complaints procedure for listeners and a grievance policy for staff and members. 	Yes	
<ul style="list-style-type: none"> • The station holds at least one public open day per year to gain feedback from the community and to discuss identified issues and improvements. 	Yes	
<ul style="list-style-type: none"> • The station holds regular (at least once per quarter) management meetings that are open to all station members. 	Yes	
<ul style="list-style-type: none"> • The station holds an AGM which is open to members. Members are entitled to vote at the AGM on any motions put forward for approval. 	Yes	

Explanatory notes re non-delivery (if applicable):

.1 Volunteer inputs (see guidance notes)

In a typical week a volunteer contributes an average of 10.5 hours.

A typical month sees 70 volunteers making a total contribution of around 1,000 voluntary hours. An average of 15 volunteers support the station per day, for an average of 2.5 hours each.

Furthermore, volunteers help with the station's charity fund-raising events and our regular outside broadcasts - some of which can take 80 volunteer hours of technical effort alone.

The number of members has increased by over 10% during the year despite an increase in the recommended monthly donation from £5 per month to £10 per month proposed and

agreed at the AGM.

.2 Significant achievements

The number of live broadcasting hours increased by 45% over 2011 to 97.5 hours.

The number of original broadcast hours increased by 28% over 2011 to 105 hours.

Over the year we have gradually filled the gaps in the daytime schedule. By the close of the year only six hours of the daytime schedule remained that were not broadcast live.

At the time of writing these empty slots have been filled. Our typical broadcast day now runs from 7 AM until midnight every weekday, and from 8AM until midnight at weekends. A further extension of broadcasting hours is planned during 2013.

By the end of 2012, Cambridge 105 was broadcasting more Cambridge originated, live programming than any other station.

In addition, Cambridge 105 has supported a wider range of local events, and has made more live Outside Broadcasts to cover these events, than any other station in Cambridge.

These include live coverage of the Cambridge Band Competition – heats and final, Live Coverage of The Cambridge Rock Festival, Strawberry Fair, Mill Road Winter Fair, The Gwydir Street Party, The New Music Generator Sessions, live fundraising events for the East Anglian Children's Hospice and Children in Need, live coverage of the Olympic Torch relay and live coverage of the visit of the Duke and Duchess of Cambridge to the city.

The station's charity days raised £1700 for Children In Need and over £500 for East Anglian Children's Hospice.

Cambridge 105 is rapidly establishing itself as an important part of the City's media and its programmes and activities are attracting much positive local press coverage and recognition. One of the directors of the station won the Cambridge News Trophy at the South Cambridgeshire District Council's annual arts awards in March 2012.

.3 Significant difficulties

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

The year saw slow technical development of the second studio, due in part to the high technical standards that we strive to achieve and the limited funds we have to hand. With the station continuing to operate with a single studio, whilst the schedule continued to expand,

this reduced the amount of spare studio time available, therefore having a negative effect on our training programme.

A second studio became operational in February 2013 and several training programmes are planned for the this year.

.4 Audience research

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

A small study of local radio listener habits was carried out on the streets of Cambridge at the start of Winter. More surveys are planned in 2013 but the initial results indicated that :-

72% were aware of Heart	of these 33% listened to the station
62% were aware of BBC Cambridgeshire	of these 37% listened to the station
42% were aware of Star	of these 23% listened to the station
23% were aware of Cambridge 105	of these 22% listened to the station
7% were aware of CAM FM	of these 28% listened to the station

The current sample size is too small to determine any definitive trends but the figures thus far are very encouraging.

It continues to disappoint that no concession is made to allow community stations to partake in the industry standard RAJAR survey. Can we ask that Ofcom places some pressure on RAJAR to include community stations in the survey and make these figures available to the sector at a realistic cost?

We do know with certainty that our on-line listener figures have increased significantly and traffic to our website has almost doubled over the year :-

- over 8,000 visits / month
- over 5,000 unique visits / month
- over 20,000 page views / month
- 5min average page visit duration
- 2.7 pages / visit

Our presence on social media has also significantly increased, by the end of the year our Facebook page had 1,400 facebook "likes" and we had over 1,900 followers on twitter.

Section 2

1

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

Position

Station

Email address

Telephone number

Date

Section 3

2

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

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

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