

Section 1

Key commitments Annual Report Form

1.1 Community Radio Form: Year Ending 31 December 2012

Station details

Licence Number

CR089

Station Name

Diverse FM

Launch Date

29/03/2007

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

www.diversefm.com

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)	81
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).	169 hours
The percentage of your daytime output that is speech	20%
Total number of people trained during the year	399
Total number of volunteers involved during the year	138
Total volunteer hours per week	414
If appropriate, a list of languages you have broadcast in	Bengali, Urdu, Hindi, Gujarati, Polish, Pahari, Gaelic, Patwa, Arabic, chinese

(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

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Output typically comprises of 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). 	✓	
<ul style="list-style-type: none"> Diverse FM broadcasts a wide variety of music to embrace the diversity of the community. Music output mainly features R&B and Dance, and World Music, with other modern music and genres including those from the 60's, 70's and 80's. 	✓	
<ul style="list-style-type: none"> Speech output includes discussion and information based programmes, news, youth and community forums, service providers' programmes, community consultations and feedbacks and also coverage of local sports events and activities. Counselling sessions deal with a range of topical issues such as health promotion, victim support, and substance misuse. 	✓	
<ul style="list-style-type: none"> The service broadcasts in English during the daytime on weekdays and includes output in a variety of community languages in the evenings and at weekends. 	✓	
<ul style="list-style-type: none"> The service is typically live for 10 hours per day. (Live output will include some pre-recorded items.) The majority of the output is locally produced. 	✓	

Explanatory notes re non-delivery (if applicable):

<p>Explanatory notes re non-delivery (if applicable):</p>
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1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Programming is developed, following ongoing consultation, to meet the needs of groups such as the unemployed, BME groups, hard to reach, women, lone parents, asylum seekers, disabled people and gay and lesbian groups. We continue to monitor the needs of these people through different methods of ongoing consultation which may include questionnaire, e-mail, website, telephone and programmes on radio. 	✓	
<ul style="list-style-type: none"> Diverse FM facilitates discussion and the expression of opinion via its on-air Community and Youth Forum dealing with local and real issues; It invites the community to propose subjects / topics, and local campaign groups are invited to discuss their campaigns; it encourages online discussion; it provides Local Champions (individuals actively involved in community work, for example key community activists, Councillors, volunteers, campaigners on local issues etc.) with the opportunity to express their views on-air; and links to Community Centres in other neighbourhoods to encourage 	✓	

discussion.		
<ul style="list-style-type: none"> The station offers accredited training in radio broadcasting to around 30 people per year. All training is delivered by a qualified trainer and assessed by a qualified assessor and the programmes are registered with the Open College Network. Beneficiaries are new presenters, volunteers and members of the community. 	✓	
<ul style="list-style-type: none"> It offers in house training to presenters and volunteers in areas such as first aid, child protection, IT, radio broadcasting skills etc, and ensures that all presenters undertake appropriate training. 	✓	
<ul style="list-style-type: none"> It provides local schools/ colleges with around 30 work placement places per year; and has training links with appropriate education and youth institutions. 	✓	
<ul style="list-style-type: none"> Consultation with audience/listeners: Throughout the year the community can provide feedback through an on line discussions forum and message board as well as through e-mail, post etc. The station will hold twice yearly public open days to provide the community with the opportunity to comment on the station's output and future direction. There will be an AGM and a published annual report. 	✓	
<ul style="list-style-type: none"> Feedback from various target groups is sought. This helps the station in identifying common links between the different groups. 	✓	
<ul style="list-style-type: none"> Road shows/other events: publicise the station and encourage participation. 	✓	
<ul style="list-style-type: none"> Diverse FM will: <ul style="list-style-type: none"> Promote community cohesion; Engage groups that are 'difficult to reach'; Provide individuals with the opportunity to learn more about their community; Engage the business community in social initiatives; Promote local events –creating an awareness of local issues; Providing marginalised individuals with a voice. Celebrate and raise awareness of different cultural and religious events 	✓	
<ul style="list-style-type: none"> Membership of the management committee is open to anyone who lives, works or owns a business in the area based on the Diverse FM constitution. The trustees determine how well it reflects its community's diversity and whether it provides services that are requested by its community. User groups will consult with listeners to relay community opinion to the management committee. These groups ensure that the station accurately reflects the cultural diversity of the community. 	✓	
<ul style="list-style-type: none"> Members of Diverse FM vote nominees to form the Management committee. Anyone can become a member subject to the Memorandum and Articles of the Association of Diverse FM. The committee has a minimum of three and a maximum of seven members. This is to provide the community with the opportunity to participate and engage in key decision making processes. 	✓	
<ul style="list-style-type: none"> Members of the community may broadcast and create their own radio programmes, through volunteering schemes. 70 volunteers per year will be engaged as station volunteers. 	✓	
<ul style="list-style-type: none"> The station has partnerships with local agencies to enable a broad range of people to participate in the station's activities. 	✓	

Explanatory notes re non-delivery (if applicable):

1.5 Volunteer inputs (see guidance notes)

88 New volunteers recruited and trained for various shows.

Further 311 individuals were successfully recruited and trained as volunteer for different projects within the station including training, diversionary and other positive activities and opportunities.

7 Management committee members

Duties performed by volunteers?

- Day to day management and running of the station and its related services including the station's output.
- Loading jingles, advert and programmes
- Presentation and broadcasting of live/ recorded programmes
- Hosting service providers show
- Fund raising/ funding applications
- Maintain station website, online broadcast and other technical equipment
- Effective implementation of station's policies and procedures, including health and safety, equality of opportunities etc.
- Support training and other staff
- Carry out outreach works in the community
- Develop and deliver a range of diversionary and other positive activities and opportunities mainly for young people

Approximate number of hours worked on average per volunteer **per week:**

Hours of voluntary works varies between minimum 2 hours to 20 hours per week

1.6 Significant achievements

- Successful development and delivery of a Summer School Project with over 50 different social, educational and recreational activities and opportunities, as well as a range of educational workshops and training programme for young people.
- Successful application and registration for UK Online Centre.
- Successful completion of building extension to increase the size of the training area and make the whole building wheelchair accessible and DDA approved.
- Introduction of 3rd newly built music / video production studio dedicated for young people.
- Successful introduction of a weekly youth drop-in service and a weekly football league for young people.

- Introduced 2 new phone apps so people can now listen to diverse fm anywhere on there smart phones .
- Held 2 successful Open Day with nearly 100 visitors through out the day on each day.
- Partner in delivering a very successful National Citizens Service (NCS) programme
- 43 Outdoor events/ activities supported by Diverse FM
- 65 organisations benefitted through the service providers show to raise greater awareness about their works and organisation.
- Introduction of 6 new shows womens hour monthly with dr nazia kanum focusing on womens issues thru the united nations. Arabic news show xtra and Chinese study in uk as a tie up with bbc world service.
- Luton rights show focussing on benefit issues and other money issues facing people in Luton
- Speak your language a youth show aimed at under 18s giving them a voice on the radio and talking to various drug ,alcohol, health, services that can help them thru there teenage years
- Helped raised £2 k for Keech Hospice and further £4,000 for 2 other charities
- Volunteers collected over 100 boxes of food for Age Concern
- Attended and promototed Arndale markets 40th anniversary.
- Promoted the market Christmas grotto where children could meet santa get a present and help support keech hospice all charged at an affordable price.
- One of the volunteer sport presenter successfully applied and gained a job at London 2012 olympics & London Paralympics as a journalist.
- One of our youth team presenters volunteered at the Olympics working at the excel arena.
- Conor Hughes (volunteer) spent 6 months with us and has now joined BBC Radio 4
- Held a successful Celebration Event with more then 300 guests to celebrate and share achievement of Diverse FM
- Partnered with BBC Radio 4 and broadcast live "Questions Time". First time BBC partnered with a local community radio and broadcast such programme nationally.
- BBC 3 produced a documentary called "My Home Town Fanatic" on which the presenter praised the work of Diverse FM.
- Extension of contract with Luton Town F.C. to continue broadcasting live football coverage

- Diverse FM website reaching nearly million hits each month
- Diverse FM team supported celebration of Eid, Dewali, Black History Month and St Patricks Day
- 33 young people gained work experience thru our school/collage programs
- Mehbub Koyes (Training Coordinator) won a prestigious national awards “Young People’s Champion – Children and Young People Now”
- Brian Devenish (Chairperson) won Life time achievement Awards – Luton’s Community Awards
- Successful introduction and delivery of 20 new training programmes.
- 719 people taking part and successfully gaining accredited learning outcomes
- Successful in supporting over 20 NEET young people gaining employment (see few of the case studies below).
- Training courses and number of participants are as follows:

40 - Personal Safety
25 - Stewarding
47 - Interpersonal Skills
25 - Workplace Hazard awareness
63 - Drugs Awareness
7 - UK Online Courses
45 - Mentoring
41 Radio Broadcasting & Presenting
1 - Functional Skills (Literacy) Level 1
23 - Sexual Health Awareness
1 - Functional Skills (Maths) L1
4 - Conflict Management
53 - Door Supervision
35 - Employability Skills
21 - Healthy Eating Workshop
1 Mathematics (Entry Level Award)
64 - CV Writing
29 - Work Experience
32 - Child Protection
49 - First Aid
8 - Radio Production
21 Sexual Health Awareness (In-house)
22 - Radio Production Preparation
20 - Emergency Life Support
1 - Functional Skills English
13 - Soccer Challenge
12 - Childhood Obesity & Nutrition
6 - Food Safety
10 - Bicycle Proficiency

Progress into further education, training and/ or employment

58 individuals has progressed into further education, training and/ or employment

The followings are just a few case studies and testimonials to demonstrate how Diverse FM has helped individuals to progress into further education, training and / or employment:

Jerome Roberts (Age 18):

Prior to attending Diverse FM, Jerome had been employed as a trainee surveyor and had been recently made redundant. Feeling low and nowhere to turn, Jerome enrolled on to the Foundation learning course with Diverse FM. He attended for 6 months completing the following qualifications:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

After completing the Door Supervision training, Jerome successfully applied for his SIA licence and within few weeks of gaining the licence he was successful in gaining fulltime employment as a security guard at Sainsbury in Luton with Securitas.

Jason Barrett (Age 18):

Jason was referred on to the Foundation course at Diverse FM by a close friend. He was a NEET young person and was unsure about his future. He has low self esteem and confidence issues but after completing 3 months at Diverse he was able to gain the following qualifications.

- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

After this Jason applied for his SIA licence and was successful in gaining fulltime employment as a security guard with Mitie. Jason is very pleased that he has gained employment as this has given him hope and security for the future, as well as has helped to raise his self esteem and confidence.

Kieran Rubbery (Age 19):

Kieran attended Diverse FM for 8 weeks. Prior to this he was studying at another training provider within the local area. When Kieran first attended Diverse FM, he has little confidence and employability skills. With a little bit of support from IAG worker from Diverse FM, Kieran was able to move one step at a time, completing a new CV and gaining skills in employability.

As Kieran had already completed his SIA training prior to attending Diverse FM, he was supported with payment for his SIA licence.

We are pleased to say that Kieran has now gained full time employment with Mitie as a security guard.

Alex Conboy (Age 19):

Alex attended Diverse FM on a Foundation Learning course. Prior to this Alex was in NEET category. He had nothing to do at all. Alex was unsure about which way to turn and had very little confidence that he would be able to find employment.

Alex has completed the following qualifications in the time he has spent with Diverse FM:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

After supporting Alex financially with his application for his SIA badge, he has now found fulltime employment with Securitas as a security guard with Securitas.

Daniel Pedder (Age 19):

Daniel attended Diverse FM on a foundation learning course. Prior to this Daniel was NEET, thanks to Diverse FM outreach work Daniel was able to gain the skills he so desperately needed, in order for him to have a future. Whilst attending the Foundation Learning course Daniel completed the following qualifications:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

After supporting Daniel with his SIA Badge he was able to gain fulltime employment with Mitie as a security guard. Daniel is very pleased that he's got a fulltime job and has a great future ahead of him.

Demetrius Taylor (Age 18):

Demetrius attended Diverse FM on a Foundation Learning course, prior to this he failed to complete college. He has been on a number of other courses but was unable to find work. Initially Demetrius found it hard to cope with the changes in lifestyle. Getting up on time was a daily challenge but as each week past, he coped and has been able to complete a number of qualifications.

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

After working with Demetrius on a one to one basis with his employability skills, completing his CV, he was successful in gaining fulltime employment with Nationwide Security.

Nabeel Suleman (Age 19):

Nabeel attended Diverse FM on a Foundation Learning course. He was NEET at the time of joining Diverse FM. He was referred to Diverse via our outreach work within the community.

Nabeel had very low self confidence and was unsure as to what the future held for him.

Nabeel has completed the following qualifications in the time he has spent with Diverse FM:

- Employability skills Level 1
- Radio Broadcasting Level 1

- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

Diverse FM supported Nabeel, including with financial assistance to gain his SIA licence, completing his CV and preparing him for work. He has now gone on to find fulltime employment as a security guard for A1 Security.

Hasees Khan (Age 19):

Hasees attended Diverse FM on a Foundation Learning course. He was NEET at the time of joining us. He was referred to Diverse via our outreach work within the community.

Hasees was unsure as to what the future held for him. Every avenue that he had explored had always come to a dead end.

Hasees has completed the following qualifications in the time he has spent with Diverse FM:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Stewarding Level 1
- Door Supervisor Level 2
- Work Experience

Diverse FM supported Hasees including with financial assistance to gain his SIA licence, completing his CV and preparing him for work. He has now successfully gained fulltime employment at Halifax Bank in St Alban as customer service adviser.

Katie Wilkinson (Age 17):

Katie attended Diverse FM on a Foundation Learning course. She was NEET at the time of joining us. She was referred to Diverse via our outreach work within the community.

Katie has completed the following qualifications in the time she has spent with Diverse FM:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Work Experience

Katie discovered a course that she could take which would develop her singing and song writing abilities, but she didn't think she'd stand a chance of getting in. Diverse FM encouraged and supported Katie to go for it and recently, after an audition, interview & tests, she received an offer from The Institute of Contemporary Music Performance in London to study for a Diploma in Music Performance (Vocals).

Mervella Ngala (Age 19)

Mervella attended Diverse FM on a Foundation Learning course. She was NEET at the time of joining us. She was referred to Diverse via our outreach work within the community.

Mervella has completed the following qualifications in the time she has spent with Diverse FM:

- Employability skills Level 1
- Radio Broadcasting Level 1
- Interpersonal Skills Level 1
- CV writing Level 1
- Work Experience

Mervella was supported by Diverse FM staff to successfully apply and enrolled with University of London to study Media & Journalism.

TESTOMONIALS:

Carol Skene:

I am 54 years old and have lived in Luton for the past few years; I have suffered with ill health and depression.

I left school with no qualifications and failed to achieve any over the years, I have found it hard to come to terms with everyday life and even getting out of the house is very difficult, recently I have become homeless.

Since attending Diverse FM I have been able to gain confidence, friends, and motivation, I attended for a period of 14 weeks and in that time I was able to gain 2 qualifications. This has been the best time of my life!! I have enjoyed doing employability skills; this has helped me gain essential knowledge in team building finding employment and managing my time.

I also gained a qualification in radio broadcasting this gave me great confidence and a chance to meet new people!!

Diverse FM has also helped me with finding a home and gaining the correct benefits, thanks to the dedicated staff members at Diverse I feel I have gained my life back, I now feel that I can apply for jobs and well as seek further education to gain more qualifications

I want to say thank you to all the staff for changing my life.

The reason I ended up on the Employment Skills course at Diverse FM was because of my daughter, Katie. She had dropped out of College and had become very depressed. She stayed in her room all day, sleeping most of the daytime and on her computer most of the night.

We went to see 4YP in Houghton Regis library and they contacted Diverse FM and arranged an interview. Katie started studying at Diverse & we've never looked back!

For the last 16 years I've been a carer for my physically disabled husband and my son who was diagnosed with Asperger's Syndrome 10 years ago. In those 16 years I've done a fair amount of volunteering, but couldn't see the value of that to anyone other than the organisations I was volunteering for at the time. I didn't exist any more; I had no value; I was just someone for someone else. Being out of paid employment for 16 years and my home life had really taken it out of me and having a depressed daughter had added to that. I always say, a mother can only be as happy as her least happy child.

Staff at Diverse, could see what a state I was in and one day, when I dropped Katie off. One of the training coordinator suggested that I came on the Employability Skills course for adults. I couldn't see the point as I felt I had been out of work for so long that I wouldn't be employable, but I decided to go on the course anyway, just to get me out of the house for a few hours a week.

The course was a bit of an eye opener for me. It showed me that the volunteering I'd done

definitely had value, it gave me a sense of being me and my confidence and self-esteem have increased enormously, even to the extent that I have been able to lose over three stone in weight!! Something I'd struggled to do for years.

Katie is happy at Diverse FM and has found the teaching style to be much more suitable for her than the round hole they try to push you into at mainstream school.

She finally, for the first time in her life, feels like an accepted person within a group. We have both gained extra qualifications and have new direction in our lives. I have no doubt that by the end of the year I will be in either part or full time employment (once I have got my children sorted with the next leg of their education; Katie will be starting at the Institute for Contemporary Music Performance in September and my son will be continuing at LAMDA). I was told a few years ago that if you keep on doing what you're doing you'll keep on getting what you've got. Now's the time for me to get something different and I thank Diverse FM for not only changing my life, but for changing the life of my whole family.

Promoting Community Cohesion

Promoting community cohesion and celebrating Luton's rich cultural diversity has and will always remain an integral part of Diverse FM delivery plan.

During this reporting period Diverse FM has successfully brought over one thousand people from all ages, community, social and cultural backgrounds together through programme such as radio broadcasting & presenting, training, summer school and other programme of activities and opportunities.

By offering air time Diverse FM has brought many different communities together. Diverse FM currently broadcast programmes in following languages for their respective community to provide entertainment as well as useful advice and information. Languages includes Bengali, Hindi, Gujarati, Polish, Urdu and Punjabi. Arabic, Chinese

In addition to different languages programmes Diverse FM also broadcast programmes for Irish community as well as regular weekly Youth Forum, Community Forum, Health Awareness, Community Safety, Service Providers, Women's Hour, benefit and welfare advice and information etc. Through these programmes Diverse FM is able to disseminate useful and important information to the wider community.

During this reporting period the following events/ festivals were given opportunities to promote free of charge:

Zumba Aid of Macmillian Cancer
Community Award Ceremony
Animal talk - Keech Event
THT Clinic
CAFFE - Computer Are Free For Everyone
Keech 21st Birthday
Luton Assembly - Planning your community
Karen Trust 3rd Annual Run
Lighting Up Luton
Luton In Harmony
Dallow Business partnership - Whats stopping you
Mayors charity Bowling
Keech Comedy Night
Claddagh Gaels Ladies Football Club
Mayors charity Bowling

Billy Douglas Appeal
Market christmas grotto
iSing2Win
Luton All Women Centre Open Day
Irsih Cultural Evening
Angela Reid CD launch
Mary Mooney Kenny PR John Hogan & His Band
Only Fools and Headers Event
Patrick Feeney New single
Charity event in st Josephs
In Aid of Our Ladys Hospital
Charity Family Day Bailey Sarwa
South Anglia Tenants Conference

The following external events were also attended by Diverse FM staff and volunteers to promote Diverse FM and its activities and at the same time develop further relationship:

The Mall
Central Bedford College
University of Bedfordshire Community Fair
University of Bedfordshire Student Union Volunteer Fair
McMillian Coffee Afternoon
Luton Town Football Club Exhibition
Luton Irish Forum Open day
Luton Volunteer Awards
Luton Town Football Club Exhibition
Luton Advice Network Annual Conference
UK Arts Centre - Slave Production Story
Volunteers Fair
Luton Baishakhi Mela
Love Luton Festival Luton Schools Project
Claude Gnakpa - Holiday School
The Karen Trust, Charity Zumbathon
National Citizen Service (NCS) Take a Leap Project
MIND
Keech Midnight Walk
Luton's Community Award Ceremony
Celebration awards

1.7 Significant difficulties

Do you wish this section to be kept confidential? Delete as appropriate Yes/ No

- Big Lottery funding has helped the project to grow at a scale that will experience severe difficulties in sustaining the same level of work once the funding runs out in September 2013.
- Small geographical coverage area restricting our full potential and growth
- Neighbouring towns i.e Dunstable and Houghton Regis cannot get our signal and both, Diverse FM and the community in these towns feel they are missing out from our services.
- Both of these town have all common links with Luton but often expresses concerns

for not being able to benefit from our services

- High youth unemployment creating more demands for training
- Running a successful full time station with mostly volunteers limiting capacity and adding extra pressure.
-

1.8 Audience research

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

- Organised two public open days and invited members of the public, charities and businesses. Each event attended by more than 100 visitors/guests who provided written and verbal feedback.
- Three Networking Breakfast events were held in 2012/13. Each event attended by approximately 30 people from local business and Third Sector organisations, who were asked to provide feedback to how Diverse FM could improve, both in terms of financial sustainability and programming
- Attended 2 Community & Business Breakfast Network event
- Attend the monthly Community Networking Curry Club to network and gather feedback from wider business community
- Organised a promotional day in Arndale Shopping Centre with a stall promoting the project and seeking feedback from members of the public
- Held one consultation event at a neutral venue (Lansdown Club) for mainly existing members, volunteers and presenters to give feedback
- Staff and volunteers attended several festivals and community events throughout the summer. DFM used these events as an opportunity to further consult with local people.
- Use the modern technology e.g. short text messaging service, emails, e-forum, guest book, Blackberry Messenger (BBM), twitter and facebook as regular tools to engage and encourage listeners for feedback.

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

Ashuk Ahmed MBE

Position

Trustee / Treasurer

Station

Diverse FM

Email address

admin@diversefm.com or studio@diversefm.com

Telephone number

01582 725 500

Date

27 March 2013

Section 3

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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