



Gloucester FM
Report 2022-2023

Acknowledgements

Carol Francis	Chris Maltby
Mike Sutherland	Paul Johnson
Holly Steele	Chris Michael
Ollie Organ	Zoe Duffield
Jacky Francis	Clare Bourne
Jamil Foster	Sajid Pandore
Councillor Pam Tracy MBE	John Mustoe
Maureen Loxley MBE	Bill Best
BBC Radio Gloucestershire	JN Bank UK
National Distributions UK	Delta Marriott
Grace	HATS
Stantek Electronics	Victoria Mutual
Wsp Solicitors	am-pm Signature
Davey's Maintenance	Baker Street
New Generation Art	Palms Catering
Jamaica Tourist Board	The Voice
Diamonds	Juliet's Corner
Caribbean Wrap	Flexstar Groceries
The Fragrance Shop	Rum Punch
Gordon's "with love" Bespoke Stationary	Nail Fairies

Sincere thanks to everyone that participated in delivering, music, news, information, advice and interacted with the community on GFM 96.6- gloucesterfm.com

The object for which the company is established are to advance the education of the public and in particular the black and ethnic minority and disadvantaged communities in the city of Gloucester and to contribute to their well being by the provision of a community radio.

Invest in people that are involved in the organisation, assessing, evaluating and customising training inatives to make it assessable and relevant to GFM presenters / volunteers whenever possible as follows:

Technical production and studio skills
Interviewing and presenting
Understanding radio, community and commercial

Provide and play a professional blend of music of black origin, news, information and advice that will ensure audience participation - providing pleasure to the listener and an audience for perspective advertisers.

Ensure a minimum of 5 places for presenters / volunteers between the age of 16-25 who can go on and pursue a career in broadcasting and a minimum of 2 female presenters.

Endeavour to broadcast programmes that will empower listeners either through music played or information provided for our multi-cultural community.

Provide helpline numbers for Alcohol and Drug Abuse, Aids, Careline, Confidential Counselling, Rape crisis Line, Victims of Crime, Sickle Cell and whatever may be deemed necessary to the community.

GFM is committed to proving equality of opportunity; therefore, our recruitment policy will endeavour to involve people from all ethnic backgrounds.

Dear GFM Members

I'm pleased to be able to write another report to present to the GFM family on behalf of the board of Gloucester FM Ltd. My aim is to take you through the last 12 months of broadcast and the proposed vision for the future of GFM.

Following last year AGM, the aim was to complete and print a hard copy of GFM training manual, which was subsequently renamed training and troubleshooting guide. Over recent years it became evident that whoever delivered training did not have something in writing to refer to when training new volunteers or what to do if equipment is not working or if something goes wrong when live on air.

The type of training received is also dependant on who delivered the training and what experience that person has.

And on numerous occasions it's come to light that when something is wrong with the equipment someone has pulled out cables in the DJ mixer, or changed the settings on the DJ Mixer or the broadcast desk and did not put back to where they were originally set, and some presenters leave lots of sites open on the internet PC and don't leave Enco screen how it should be left, some use the library and leave it open

This has caused anxiety for those that don't know how to get back to the main Enco screen, please help each other, please remember GFM etiquette, call up the next person on air mini array and shut the entire external site that you have opened on the internet PC before getting out of the presenter's chair.

However, my view based on my experience is that GFM should not be reliant on one person to train and help volunteers when equipment is not working. And to this end I must thank Helen Williams for providing the trouble shooting information she created to help volunteers

Thank you, Clare Bourne, for what you did, and thank you Carol Francis and Vere Richards for sharing your experienced knowledge of training volunteers over many years before the training and troubleshooting guide was updated, Vere and Carol have received training to deliver GFM 5 Day Accredited Radio Training to volunteers.

With changes having been made to the document, hard copies need to be printed and a copy put in each studio and emailed to you. However, this comes with costs and not getting it printed has not stopped training from being delivered to new volunteer presenters.

It has been very pleasing to see others in the GFM family step up to the plate and train and support new members of the GFM family, Thank you Vere Richards, Carol Francis, Mike Sutherland, Brian Thompson, Tyrone Williams and Fred Locks

It's been wonderful to welcome new presenters Elayne Gardner, Shaun Doyle aka DJ Zest, Chris Yates aka KrisY, Zaiba Moola and Oladimeji Shooka aka Dj Gravity, unfortunately due to personal matters Chris Yates has left GFM, nevertheless, every one of the new presenters has brought their own vibes and personality to GFM and this is what helps to make GFM unique to listeners, well done all of them.

Having a core of GFM volunteers that can help and deliver structured training using GFM training and troubleshooting guide, I believe could be the way forward, many years of experience has shown me that being over reliant on one person is not in GFM best interest.

Furthermore, it is very pleasing to report that GFM partnership with Ujima Radio Bristol and my personal friendship with the chair and founder of Ujima Kevin Philemon and Director Donald McTernan are as strong as ever, and we continue to share information on training and organisational structure.

Sadly, I report that GFM has not been able to move forward with selling the old broadcast equipment in the office/studio 2 on eBay, selling the equipment will undoubtedly raise income for GFM. Having upgraded and replaced some old equipment there is still 3 mini disc players, 2 CD players, 3 CDJ's and other equipment that we hope to sell via eBay to recoup some of the money spent to refurbish studio 1 & 2.

Therefore, we are seeking someone that will have the time and will be committed to doing what is required to undertake this task, the person will need to take pictures of each item, source a guide price and put it on eBay.

We are still open to realistic offers for some of the equipment, if you would like to see the equipment, please email gfmboard@gloucesterfm.com or phone GFM mobile 07877 423 565 to make arrangement.

One of the things that was very satisfying at last year AGM was Holly Steele and Ollie Organ desire to take the lead and raise GFM presence on social media and enlighten me as to what it could do for GFM.

This led to them drafting the job description and subsequently interviewing a student from the University of Gloucestershire that expressed the desire to become GFM digital marketing manager and design a new website and utilise GFM twitter, Facebook and Instagram more. Sadly, I must report that having attended one board meeting to give an update on the work being done, there was then no more communication from the person whatsoever.

Nevertheless, I sincerely thank Holly and Ollie for their commitment to improving GFM social media presence and a huge thank you to Ollie for actively seeking funding to employ someone to fulfil this role.

At last year AGM having reported that the income generated from text messages had been removed prior to my return as chair and that using the text facility is now costing GFM money, discussion took place about using WhatsApp.

I'm pleased to report that the information required to set up GFM WhatsApp was provided by Bill Best before he left the CMA and Chris Michael kindly set up GFM WhatsApp on the internet PC in studio 1 and it seems to have become popular, many thanks Chris.

However, it is very important that listeners are still given the option to call, text and email GFM studio, texts and emails can be used to demonstrate the amount and type of interaction with listeners when seeking funding.

Last year I informed you that GFM will have to move its aerial and transmitter equipment from its present location. I have now visited another prominent building in Gloucester with the management of the building and the aerial company that will move and re-erect the aerials. Things are tentatively moving along, but I won't know if things will be good to go until the person charged with liaising with Ofcom on GFM behalf and re-commissioning the transmitter and the link license Richard Dudley - Smith is back in the UK in March 2023

During the last year one of the aims was to utilise GFM YouTube channel to showcase existing and hopefully encourage new volunteers to join the GFM family. GFM YouTube was originally set up by former GFM presenter Sajid Pandore who still provides IT and Technical support to GFM.

In trying to move "Live" streaming forward, I spoke to Sajid, Duncan Knowles @ Net9design and Nat Lee about "Live" streaming instead of the webcams moving periodically, one suggested that GFM could live stream via mix cloud which is deemed as the platform some radio stations and DJ's use but comes with costs.

Knowing that GFM already had its own free YouTube channel and if GFM could get 1K subscribers it would generate money for GFM, all GFM needed to do is encourage the GFM family, friends and listeners to subscribe like and share when GFM upload videos on GFM YouTube, but the reality is that's easier said than done, even though it is free to subscribe to GFM YouTube channel, have you subscribed and told your family and friends to subscribe?

I was delighted when the first "Live" stream trial went "Live", it turned out to be a learning curve for Sajid, the presenter and me. The aims were then and

still is to have a pool of GFM volunteers that receive training from Sajid to set up GFM YouTube remotely to "Live" stream, and not rely on one person; sadly, I must report that this is not how things transpired.

And there were also issues with YouTube shutting down the "Live" stream; this was frustrating having written to YouTube making it clear that GFM pay PRS & PPL and is a legal community station awarded a licence by Ofcom on more than one occasion. Even more frustrating is that YouTube would email and state GFM could "Live" stream and still cut off the "Live" stream.

However, some programmes were "Live" streamed and some are clearly very popular, and it's been very pleasing that Jamil Foster has continued to upload short videos on GFM YouTube whilst presenting his own show on BBC Radio Gloucestershire. Bounty Killer's video promoting Stylo G birthday party in Gloucester has racked up over 3K views on GFM YouTube

Some videos are concert and party promotions, and some are volunteers sharing their personal experience of being a volunteer and encourage others to join the GFM family. And even more pleasing is that Sajid is still on hand whenever he's been needed to set up GFM "Live" streaming as and when, however, the aim is for GFM to have its own in house team to set up GFM YouTube "Live" streaming remotely, if you would like training please email gfmboard@gloucesterfm.com

GFM Extra, sadly I have to report that this did not progress as I envisaged, I met with young persons and one even joined GFM for a short while, but it appeared daunting for another one during the meeting and tour of the studio, GFM community radio station was not I believe how it was envisaged it would be, and with the other, personal matters came to the fore and abruptly resigned

It has been pleasing to know James Hooper aka DJ Virtue name check GFM when interviewed on BBC Radio Gloucestershire for giving him the opportunity to play on radio and helping him with his Drum & Bass music ambitions. James is currently doing well, and I am proud that GFM played a significant part in his musical journey, and he hasn't forgotten this or GFM.

Furthermore, we wished Jowena Riley well when she left GFM to join BBC Radio Gloucestershire and it was also very gratifying to be informed that Rafeelya Perry had secured an apprenticeship with BBC Radio Gloucestershire, she applied following receipt of information about the BBC apprenticeships received from GFM.

On behalf of the board, I wholeheartedly thank everyone of the GFM family that continue to give monthly donations, and it is still very pleasing to report that listeners also continue to give monthly donations, this money helps to pay GFM monthly running costs and is well received and most appreciated.

Securing funding is difficult and many hours are spent writing bids and can be frustrating, but Ollie Organ continues to write them and have some success, well done Ollie, the things you do and the time you dedicate to GFM and helping me is invaluable.

Last year, I believed that GFM reasserted itself in Gloucester has the radio station that concert and dance promoters chose to advertise their events on, some were directly because of personal recommendations.

It was nice to work with a new Reggae Dance promoter from London that was putting events in Bristol and Stylo G birthday party in Gloucester. GFM was privileged to get the only radio interview promoting Stylo G birthday party in Gloucester, this was confirmed when I saw and spoke to Stylo G in Jamaica before his birthday party, big up yourself Fred Locks, you did an excellent interview with Stylo G

Even more pleasing was GFM being part of the advertising campaign for the Ashanti UK tour that included many tickets giveaway to GFM listeners, the number of tickets GFM had to give away for the Ashanti show in Birmingham engaged many listeners and helped increase the profile of GFM, many have said putting the pictures of winners with their tickets on GFM social media was a good for GFM.

And we also had a GFM Family only competition and it was nice to give tickets to Hazel G and John Mustoe in his special birthday year.

I am very pleased to report that not only did Jay Knox enlist GFM to be part of the promotion team for the Ashanti tour, but Jay also came to GFM and offered GFM the opportunity to support an application to Audio Content Fund, two have been successful and both short stories have been played on GFM, one was in Drive Time and the other is during the Community Link Show

During the year GFM was invited to participate in a government public service advertising campaign by the CMA to raise awareness about Child Care support that is available to GFM listeners. To do this GFM had to register with an agency that was set up to target government PSA on behalf of community radio stations and get money for stations that participate, it is well known that PSA's played on commercial radio and TV that the government have to pay for air time, but for many years it's been taken for granted that community radio station will play them for free, it looks like things might be changing

My primary role at times seems to be to secure advertising income and encourage local businesses and organisation to advertise on GFM, and it is pleasing that some have become repeat customers. Advertising can be for one week or months, the income is not guaranteed, but during the last year the income increased. Securing regularly advertising revenue is incumbent and must be the aim to pay the monthly running costs.

Thank you, Vere Richards aka Bro V, for the management of GFM customer's commercials, you have worked diligently with me to get commercials on air quickly when advertising is secured at short notice and the customer wants the commercial on air the next day and provides me with reports to submit to customer detailing the number of times their commercial has been played.

So that you are aware, it is possible to get a commercial on air the same or the next day, but only if Vere sits in front of the PC and physically inserts the commercial into GFM automated playlist.

There is a 7-day lead in time and Enco automatically schedules 3 days in advance, however it takes 4 days for any changes to be reflected in the playlist once it's loaded into Enco. But because Vere knows the importance of the income and keeping the customer happy that hopefully will become repeat customers, he does this for GFM, but should he have to?

Being helpful is now continually coming back to bite Vere and I, the expectation is that GFM will always accommodate local people that leave it until the last minute to get their commercial made and expect it to be played the same or next day it's sent to GFM, this is causing both of us unnecessary and unwelcome anxiety.

I have now had to make it very clear in writing that each commercial must be received within the time frame before the campaign starts when any enquiry is made, please ensure that you relay the lead in time if anyone ask about advertising on GFM, the cost is still £70 per week and includes presenter readout and social media promotion.

During the last year GFM worked work closely with various departments within NHS Gloucestershire, I have given lots of energy trying to secure a service level agreement, and I'm pleased with how things have progressed.

And I am delighted to inform you that GFM Community Link Coordinator has secured more work with Macmillan Cancer support and will be working with Shalmima Khan, the support and information Hub Deputy Manager in 2023 and we are in discussions about NHS Gloucestershire staff presenting specific programmes from time to time from GFM studio. Well done, Carol.

I sincerely thank Bren McInerny for continuing to push the value of working with GFM to many departments within NHS Gloucestershire and for giving me the opportunity to talk about community radio and the welfare benefits of working with GFM to local and senior national management from the NHS that visit Gloucester.

GFM has run advertising campaigns for businesses and organisations that make contact via advertise@gloucesterrfm.com that are not based in Gloucester, this is evidence that research is done before contacting GFM and some already have their commercial made, this is definitely progress

It is still pleasing how much the Gloucester Lottery raises for GFM, we get regular income, but it could be more, at the time of writing this report GFM has 16 members signed up, it was 19, the aim is to have 50 members, the more we have the more chances there are to win, please tell a friend to tell a friend they can win up to 25K for supporting GFM

Last year GFM was at the forefront of promoting Gloucester's JA 60 Independence Celebrations in Gloucester Park, I was delighted with the way GFM was represented, GFM had a visual presence like never before, all those representing GFM on the day wore special limited edition T Shirts printed for the occasion and GFM banner was tied above Teddy P Sound on the Park Bandstand, the aim was to make it easy see and hear where GFM presenters were in Gloucester Park

The "Live" outside broadcast on FM & Internet on Sunday 7 August started @ 11.40am with the Mayor of Gloucester welcoming everyone, then Mike Sutherland aka Fada Dige started playing music in front of lots of listeners that had come out early, this was a sight to behold, people were in the park from early.

The promotion that GFM gave to JA 60 Independence celebrations in Gloucester and GFM DJ's playing "Live" from Gloucester Park in my opinion was clear evidence of GFM pulling power.

It was great to see and hear the response to Tyrone Williams aka DJ Shocks, Derick Williams aka Principal Fats & Terry Cooper aka Fred Locks when they took the batten from Fada Dige and continued to play 60 years of good Jamaican music.

Sunday 7 August 2022 is one of the proudest GFM moments for me, the amount of listener's physical presence in the park and the interaction with presenters from listeners not in Gloucester Park via text and phone calls and the quality of the broadcast managed by Richard Dudley - Smith put GFM on another level.

This is the third GFM OB under my watch and it was in my opinion by far the best, working with Richard and having Brian Thompson aka BT and Ras Head making sure all was well in the studio was of the utmost importance and they did GFM proud, and I thank everyone that bought into and understood my vision for GFM on the day.

Every one of the GFM family knew what they had to do and did it well. I was overjoyed, we all know what GFM accomplished on that hot and very special day in Gloucester for the people of Gloucester; I was exhausted but very, very happy.

Thank you, Jacky Francis and Carol Smith, for taking command of GFM gazebo, selling T Shirts and doing the raffle for GFM, thank you Ollie Organ for coming to the rescue and for going around with GFM branded collection buckets when it became clear those assigned would not get to the park.

The GFM Award & Fundraising Dinner & Dance turned out to be the bigger than 2021. Having local dignitaries and an African King with his entourage was the icing on the cake. The King surprised GFM Community Link Coordinator Carol Francis and presented her with an award for "Services for the Citizens of Gloucester".

On behalf of the board, I sincerely thank Diamonds & Juliet's Corner for the support given by selling tickets, after the target number was reached the CLC started getting calls from listeners wanting to buy tickets.

Many thanks to Sharon Richardson, Palms Catering Services for the support and for working with the Chef at Delta Marriot Cheltenham Chase Hotel to prepare and cook the food.

Thank you, Michelle Morgan aka Lady M and Jacqui Williams aka Mystique, for laying the foundation for this event in 2010 when they organised GFM first ever volunteer awards ceremony the "**Oscas**" If it were not for them bringing this idea to the board and organising everything, there would not now be an annual GFM Awards & Fundraising Dinner and Dance, and I salute them.

And I thank you also Ms Morgan for bringing Saskia aka Lil Soup with you when you present Sat `day Lick, I'm proud of her and how her confidence as grown, well done both of you.

I must give a very special thank you to GFM Community Link Coordinator for the commitment and the desire to make this annual event take place each year since 2010, the work that I have witnessed organising this event for GFM that has somehow fallen into her remit, beggar's belief, securing raffle prizes, communicating with the hotel, the Jamaican High Commission, potential sponsors, local dignitaries and organisations is priceless for GFM and could be taken for granted by some

Sadly, I have been informed by the hotel that the price has gone up, after COVID the hotel kept the price the same for GFM for the last two events, but to be honest I'm not surprised, the cost of everyday items we use in our lives have also gone up.

We are seeking your help to secure raffle and auction prizes, and if you believe that you can secure a monetary sponsor for this event, please email gfmboard@gloucesterfm.com

Considering the above regarding sponsors and having given it a great deal of consideration, I am going to share something that was said to me on two separate occasions that has been troubling me that might be detrimental to GFM.

It was said to me that I said that GFM only approaches black owned business and organisations for sponsorship, this is not true. The first time it was said to me I challenged it, and got into yes you did, and it was in a meeting with you and named a person at the meeting. I reiterated to the person that I did not say what was alleged and left it at that.

I fully recall the meeting in 2018 soon after I was re-elected chair, I fully recall the reason for the meeting, I fully recall the person's performance when information was sought, and I fully recall the names of those invited to attend the meeting.

When the allegation was made on the second occasion during a performance in a meeting with others present, I was incandescent but remained calm and chose not to reply and get into "no I didn't and "yes you did" because as your elected chair I must rise above this and show decorum.

It is of great concern that this untruth might have been said to many others, so I will publicly state, I did not say what has been alleged.

Therefore, I must take this opportunity dispel this allegation and make it understandable to everyone that if it were not for businesses that are not black owned that I approached and local people that are not black that believed in my vision for a community radio station in Gloucester that only played music of black origin; GFM would not have commenced broadcasting on 6 October 2000

I am hopeful that you have all heard "GFM" is supported by, and a list companies and organisations names are said, there are only 2 black owned businesses in the list of names acknowledged.

I believe that GFM is a reasonable reflection of the people of Gloucester, and I hope that what I have written demonstrates that I did not and would not say what has been alleged I said, and I am willing to put my hand on the bible and say it.

Moving on, since I have been the chair of GFM I have signed up to lots of things pertaining to community radio as well as ensuring that GFM remains a longstanding member of the Community Media Association. Last year one of the emails I received was from an organisation putting on a community radio awards event.

I noticed the way the categories were listed, and the questions asked, they seemed to give an indication of who listens when and which programmes are listener's favourite and gave opportunities for more listeners to vote for more programmes, presenters and they had a best new presenter category.

This led to changing the way listeners could vote for volunteer presenters, some liked what was done and some sought clarity and gave their opinions, and as always, I listen.

Since then, I have revisited the categories and the voting template, and it has been amended and it will be sited on GFM website and will contain the names of every programme and each presenter where applicable that broadcast on GFM and should hopefully encourage more listeners to vote for their favourite programmes and presenters.

However, it is up to you to encourage your listeners to vote for you in whatever way you see fit, I know there are presenters that seem popular when I've been listening that did not receive the votes, they thought they would, I believe this is because they never engaged and encouraged their listeners to vote for them. Many thanks to Jacky Francis for amending the voting template and management of the votes received in 2022.

It is also hoped that everyone will participate and vote in the presenter's presenter of the year category, it has been disappointing to see the amount of you that vote for each other.

I will also take this opportunity to explain why you are asked to confirm your attendance if you are nominated, it does not reflect well on GFM and the person when the person's name is read out in front of national and local dignitaries and listeners, and the winners are not present to receive the award. This is the only reason why we ask; we are trying to avoid the embarrassment of announcing the names of lots of winners that are not present.

Thank you to every one of the GFM family that came to support the event, and well done to everyone that received an award, it was good to see so many of you.

Please put in your diary this year GFM Awards & Fundraising Dinner & Dance will be on Saturday 7 October @ Delta Marriott all being well and sponsorship is received, failing that ticket prices will have to be increased.

On behalf of the board, I must thank the owner of Baker Street Ian Gare, Ian gave GFM raffle prizes for GFM Awards & Fundraising Dinner & Dance and the use of Baker Street for free whenever GFM has held an event at Baker Street, and most recently GFM "After" Christmas Party, Ian also gave GFM £300 donation after the event.

Unfortunately, what came to light at Baker Street more so than at GFM Award & Fundraising Dinner & Dance is that more people use debit and credit cards when they are out and don't bring out cash, it became evident quickly that more money would have been raised if GFM had its own portable card machine to take payments and donations. I'm pleased to report that we are now looking at buying a card machine to use at GFM events and to buy tickets for GFM events.

All being well GFM will be having a Summer Party to Celebrate 18 years of broadcasting 24/7 - 365 @ Three 3 Oaks on Saturday 29 July, please put the date in your diary.

Thank you, Mike Sutherland aka Fad Dige GFM Event Coordinator, for organising GFM "After" Christmas Party, and everyone that played and supported me on the night and many thanks to all the GFM family that came and had a good time even though it finished abruptly @ at 1am

Thank you, Paul Johnson, GFM Finance Director, Paul showed his worth last year when some payment had not been received, Paul is meticulous and can be overzealous, but I am delighted to have him back. I'm pleased to report that GFM now has online banking and access to the accounts 24/7. Thank you also to Zoe Duffield GFM Finance administrator for ensuring the board has up to date income and expenditure information at each month's board meeting.

The finance report shows that GFM is a better financial position than when I was re-elected chair in 2018; this has given me great satisfaction. Even more so is when listeners see me out and give me monetary donations for GFM and even come to the house to give money for GFM, trust and transparency I believe is the key to the financial support from GFM listeners.

However, there can be no complacency; GFM needs everyone to help to raise the money required to keep gfm on air every month. Sadly, I must report that PPL & PRS payment every 4 months has increased from £591.00 to £703.44, BT and Virgin have informed us that prices will go up from 1 April 2023, currently GFM monthly running costs is £1,057.60.

I'm pleased to report that good financial management means that GFM has been able to ring fence money that should hopefully cover the cost of moving the aerial and transmission equipment and improve presenter's presenting experience when broadcasting from studio 1.

On Friday 21 July 2023, it will be exactly 18 years that GFM has been broadcasting 24/7-365, everyone that has been part of the journey since 1999 should be proud of what they helped to achieve, there are community radio stations near and far that have had enormous amounts of money given to them that are no longer on-air broadcasting.

I remember how difficult it was to get funding in Gloucester and being asked why I wanted a community radio when there was one already in the county, it gives me great satisfaction now to state that GFM is Gloucestershire longest running community radio station.

It is still very much my desire for there to be a gospel concert put on by GFM gospel family in 2023; the churches have steadfastly supported GFM since the first broadcast in October 2000 and GFM have steadfastly supported the churches.

We need to give thanks and praise for life and remember, Father Rue, aka Rudolph Vernon, Jerry Hipkiss, and Paul Houldley aka Gabba and those that have lost loved ones in the GFM family, it was emotional to see and acknowledge Father Rues wife Phyllis and Jerry's sister Allison at last year GFM Awards & Fundraising Dinner and Dance, Thank you JJ for inviting Alison and her Husband and for the love and support you have shown me

Last year GFM listener Adam Stevens started to email travel update to the studio for presenters to read out, GFM is no longer able to access traffic & travel information because the link that was set up by a former presenter in another radio station was removed when the radio station cancelled the service because of spiralling costs.

Having one of our listeners source the information and email it to the studio for 6pm for presenters is a testament of the support of the extended GFM family and we are very grateful to Adam for doing so, so much so he was presented with GFM Outstanding Contribution Award

Congratulations to Tony Coopey aka TC for winning Urban Influencer DJ of the week, it is pleasing when presenters are recognised by others as well as GFM, thoroughly deserved Mr C

Rich Edwards and Joey Coyne are the only persons not to miss a programme in the last year Well Done Guys, I commend my soul brother Joey Coyne for going the extra mile for GFM over the Christmas and New Year period, I know that it would not have been easy to do what you did for GFM Joey, but you did, and it is most appreciated.

Thank you, Alan Alexander aka Alan A, for continuing to comeback back to present shows on Bank Holidays and during the Christmas and New Year period, I love listening to his shows, Alan epitomises what made GFM unique, his shows are different to others broadcast and he still has his GFM fans.

It has also nice to welcome back Andeta Williams aka Sister D, Andeta has joined the Sat `day Lick team of Hazel G & Lady M. Andeta is one of those that was part of the GFM family when GFM broadcast for 28 days from 2000-2005 and during the early years of full-time broadcasts.

I was delighted to welcome back Paul Watson aka Science and Roger Mitchell aka Immigration Officer to GFM, they have now joined The Rice & Peas rota with Fada Dige, there is now a real variety of Rice & Peas selection on Sundays again. Many Thanks to Hazel G & Carol for sourcing the music for the Rice & Peas music mix, its sounds proper.

Roy Medallion is no longer sending his pre-recorded lover rock show to GFM, it had become difficult for Roy to adhere to the deadline to send the show and often we only knew on the Sunday if there was a problem when he sent the show. It was agreed that Christmas and New Year's Day would be Roy's last shows for GFM.

Since then, Sister C has been creating two hours of lover's rock music mixes specially for lovers of lover's rocks that have been excellent in my opinion, it's been said to me on occasions that sometime when it's just music it's better for the listener to enjoy.

Congratulation to the Wobbly Table Crew, Angela & Mario on winning their award and thank you to Elder Saunders, Pastor Tremon Jackson and Pastor Charles Campbell for making Family Time special for GFM and the listeners.

During the last year it came to light that the whole of The Future Me Crew could not continue presenting the Young People Show because the funding they received had expired. Nevertheless, during the time they were with GFM their contribution was engaging and entertaining and brought new listeners to GFM, thank you Martha Kelsey for continuing to present on your own long after funding expired.

With Martha leaving there was an opportunity for Zaiba Moola to join GFM Yong People Show rota with Llanhie on Thursdays, Zaiba has done very well on her own and I commend her, please message her and show her some GFM love. Zaiba previously did work experience on The Community Link Show and was keen to join GFM and seized the opportunity when it was offered. Zaiba's mother is former member of the GFM Family, and it been pleasing to see her mother and talk about Zaiba progress.

Thank you, Holly & Tay for the Friday Show, this show starts off GFM weekend nicely and I know it's popular with listeners because they have told me, well done.

Elayne Gardner joined GFM Gospel Family last year and when I heard her with Vere, I knew she had the ability to step up and make her Sunday Morning Gospel Show different, so much so she was nominated for best GFM newcomer, Well Done Elayne, you've got a good thing going on.

Sister Sylvia confidence on air has continued to grow and she is now an author and can be seen on social media speaking, I'm proud of her personal development on GFM and thank her for the continual support.

Rev Babs was crowned GFM Gospel Show Queen, in my opinion it was well deserved, her listeners showed their appreciation. Rev Babs does so much for GFM that many don't know about, and I sincerely thank her for the support.

Big Up yourself Bro Harvey, I became aware of how busy and be knowing you are when I was in Jamaica last year when I was asked if I knew "Praise Machine" thank you for continually giving thanks for GFM when on air and for securing advertising for GFM.

Thank you GFM news team, Pastor Charles Campbell, Stephen Moore, Jenny Batchelor & Hazel Golden, what they do is invaluable for the wellbeing of GFM listeners. Stephen, Jenny and Hazel continue to utilise the remote facility to ensure Caribbean news is on air ready to broadcast.

Thank you GFM Community Link Coordinator Carol Francis for ensuring GFM continued to deliver news, information & advice and for training new Community Link Show presenters and young persons that come forward and for going the extra mile for GFM on numerous occasions.

Many thanks to GFM music team, Chris Michael, Derick Williams, Mike Sutherland, Tyrone Williams and Vere Richards, for keeping RNB, Hip Hop, UK Soundz, Reggae & Gospel current and up to date in GFM library. Thank you, Helen Williams aka DJ H and Carol Francis, for supporting the music team.

Thank you, Helen Williams and Tyrone Williams, for doing interviews that were offered to GFM last year, this again helped to raise GFM profile and GFM has now been added to Diana Tomlin radio list of stations that will do interviews.

And a very, very, special, special, thank you to Vere and Annette Richards for the way that they have made the bereavement notice's integral information broadcast for families in the community. Some families are so grateful that they give GFM financial donations. Mrs Richards has now retired from voicing the notices and I sincerely and wholeheartedly thank her; I know at times it has been emotional for her.

Thank you, Hazel Golden, for helping as and when required and for covering whilst we endeavour to get someone else to voice the bereavement notices.

Thank you to Brian Thompson aka BT and Marc Moyse for running the desk for GFM listeners that bring their tunes to play in My Tunes @ 12pm on Sundays. What Brian & Marc do is second to none and I know that potential presenters and listeners really appreciate their help and support

Thank you, Amanda & Charmaine, for stepping up to the plate and for keeping the board informed of all things relating to Twice As Nice, it's well received and most appreciated, I know that it's still a learning curve for the team, well done to everyone.

The Trust Centre landlord Mr Jaffa has not said anything to me be about the refurbishment of The Trust Centre whenever we see and speak to each other. However, moving into other rooms gives the opportunity to redesign the desk in studio 1; I think it's fair to say that GFM has grown since commencing full time broadcasting in July 2006.

To this end I have had meetings with John Griffith from Eastern Electronics about redesigning the studio desk to accommodate the growth of the extra equipment and to create more workspace on the desk and a standalone broadcast area for those that use GFM DJ Controller, this is the wish, but the priority is moving the transmission equipment.

It is still very much my belief that GFM sits in a unique position within the radio marketplace in Gloucester; GFM was given its license to broadcast music of black origin to Empower, Educate & Entertain listeners that have shown time and time again that they support GFM verbally, physically and financially.

I also believe that no other radio station on FM in Gloucester plays such a diverse selection of music of black origin and broadcast news, information & advice in Gloucester like GFM. The recently announced news that local BBC Radio stations will be more regional and broadcast less local content opens opportunities for GFM to step into

Right from the birth of GFM the importance of being "live" throughout the day has been of the utmost importance and the most difficult to fill because most volunteers work during the day. Nevertheless, many thanks to Eric Debenham aka Eric D, Chris Maltby and Helen Williams aka DJ H, Derick Williams aka principal Fats for presenting afternoon programmes Monday, Tuesday and Friday.

Throughout the year and more recently around Christmas and New Year, GFM volunteers became engulfed with sickness of some sort. I felt the frustrations of those that were not able to present over the Christmas and New Year period having committed to doing so, but I understood, I was sick and ended having to go to the doctor, no one plans to be sick.

However, what is now a big problem is presenters being late or absence at short notice, it is fully accepted that none of us plan to be sick or to have a family emergency, but when it's not either, it does not reflect well on the presenter and GFM, particularly when there is a programme promo being played. And I also know that there are many presenters on other stations that do not take booking on the day or during time those they due to present on radio, they do radio and after do the gig.

I have committed to volunteering at GFM Monday & Thursday 10am -4pm, Tuesday & Wednesday 10am-2pm and Friday 10am - 12pm, and to be on managerial rota for 24 hours for 7 days. I don't plan anything else during this period, because I have committed these hours to GFM, and I know that I must be flexible to the needs of GFM as the chair.

I accept that we are volunteers; nevertheless, we volunteered of our own accord, and it is important that we honour our commitment, and it is very important that I say a big thank you to those that have sought cover when they are not available and those that have covered for others.

It makes such a difference being "live" sometime listeners stop me or phone the studio to ask about presenters' welfare when they are not on air, could I suggest that when you are sick or absent that you use your social media if you are on social media to let your fans know when you not on air.

GFM listeners are an extension of the GFM family and value each volunteer just like the board values each one of you, and I will always say that without you GFM volunteers and GFM listeners there would be no GFM.

However, the continual absence at short notice of "live" presenters will have a damaging effect on the marketability of GFM, not having enough volunteers to deliver a full evening and weekend broadcast in my opinion is not good enough for the sustainability of GFM and the board is actively seeking new volunteers to join the GFM family and to introduce rota's where there are continuous short notice absence trends.

For some time has been my desire to commence work on an organisational and strategic review of Gloucester FM Ltd; however, due to illness the meeting in December 2021 was postponed when I was sick with "Flu", during this period it became very clear that I could not continue with the workload that I inherited when I was re-elected chair in January 2018

The work involved was what I envisaged and much, much more, but I was confident that GFM could once again be at the heart of community with support from key senior volunteers and the community link coordinator, it is now 5 years since I was nominated and re-elected chair and, in my opinion, GFM is in a much better place, but radio continually evolves and we must

ensure that GFM continues to grow for the betterment of its listeners and volunteers.

In 2022 the review work commenced, and I have been meeting and working with Dom Chamber Chair CMA and Ollie Organ GFM Funding Bid Writer on the organisational review of Gloucester FM Limited. What soon became clear very quickly is that GFM must have a succession plan and start to put things into place, so things are as seamless as possible and are better managed than how it has been previously.

I intend to gradually step away from the current workload by 2025, God willing on 6 October 2025 GFM will be celebrating broadcasting in Gloucester for 25 years.

However, for GFM to reach for the stars, there needs to be staff employed to help GFM attain this. It has been identified that there needs to be full and part time staff with proven experience of working in radio that have the technical and specialist skills that GFM is lacking that can help to put GFM at the centre of local broadcasting in Gloucester that is wholeheartedly supported by the GFM family and board members with clearly defined roles and responsibility by 2025.

For many years I have shied away from GFM seeking grant funding to employ staff when GFM needs the money to deliver projects and to pay monthly running costs, simply because I have seen how many community radio stations have closed because of the monetary overheads of employing lots of staff. But it has now been clearly identified that having a station manager would be beneficial to develop GFM further, all staff employed will be expected to secure grant funding to remain has an employee of GFM going forward.

Over time it has been consistently proven time and time again that GFM should not rely solely on volunteers, some are initially very enthusiastic and then after a while it becomes apparent that their desire has waned, and some have even tried to hold GFM to ransom.

There is a clear need for trained personnel to be employed that have the technical and specialist skills in radio broadcasting and outreach work in the community and undertake and deliver projects that is keeping with GFM aims and objectives in order to move GFM forward. The aim is to remove the overload from senior volunteers and for staff to work closely and learn from senior volunteers to take on those duties.

The starting point is to secure funding for a station manager, to this end Ollie and I will be working on applications to submit to Community Radio Fund and other organisations.

However, it is very much the belief that there will still need to be a senior group of volunteers that are committed to working with GFM station management and is in unison with GFM Community Link Coordinator

This report contains the proposed new structure, and your thoughts and suggestions are sought and welcomed on the proposed new structure. It will be a substantial change for GFM, but one that should hopefully benefit everyone withing GFM and the community.

Board members and volunteers must learn from the mistakes made from 2015-2017 that nearly led to the demise of GFM, collectively we must ensure experience and knowledge is shared, physical support and guidance is at hand and staff and GFM station management is seen and known by volunteers and listeners in Gloucester and beyond, and more importantly is trusted by listeners to run GFM openly and transparently in accordance with the Memorandum and Articles of Association

The changes should bring about: -

- Increased resilience to the station technology and output and presenters will have less unexpected issues with equipment, and listeners will have a more consistent experience.
- Increased reach through more proactive marketing and selling of the benefits of a local community radio station run by volunteers to increase listenership, and more people hearing presenters' programmes.
- Increased revenue for the station will lead to improved equipment and facilities and more outside broadcasting events and GFM parties.
- Enhanced management resource and governance will ensure issues volunteers and presenters might have will be owned and dealt with in a timely manner and reduce frustrations and increase confidence for volunteers and presenters.

I am asking for your permission to speak to and co-opt new board members to fill positions with persons that might not currently be GFM members, below is the "As Is" and the proposed "New" structure.

The role of each Director will change, and the aim is for all Directors is to have specific portfolios and for GFM to have external HR support to hand.


It is envisaged that the daily operation of GFM will be organised by the Station Manager alongside the Community Link Coordinator initially, it is also hoped that funding can be secured to also employ part time Operations Coordinator and part time Business Development Manager.

it is important I state that I will make it clear to those I approach to be co-opted to the board that he or she will be responsible for running a voluntary business and must have the commitment and desire to oversee the structure

and operational changes, the development and strategic growth of GFM and can work with staff within timescales set and can interact with each other, volunteers, presenters, listeners and businesses accordingly.

Being the chair is an honour and I wholeheartedly thank those that continue to commit to GFM and present programmes and have given me encouragement, and the listeners that have supported GFM fundraising events and volunteers and listeners that carry on giving monthly financial donations and bring gifts to GFM, and all GFM sponsors and advertisers, it is invaluable for the welfare of GFM, and I sincerely thank everyone.

Kind Regards

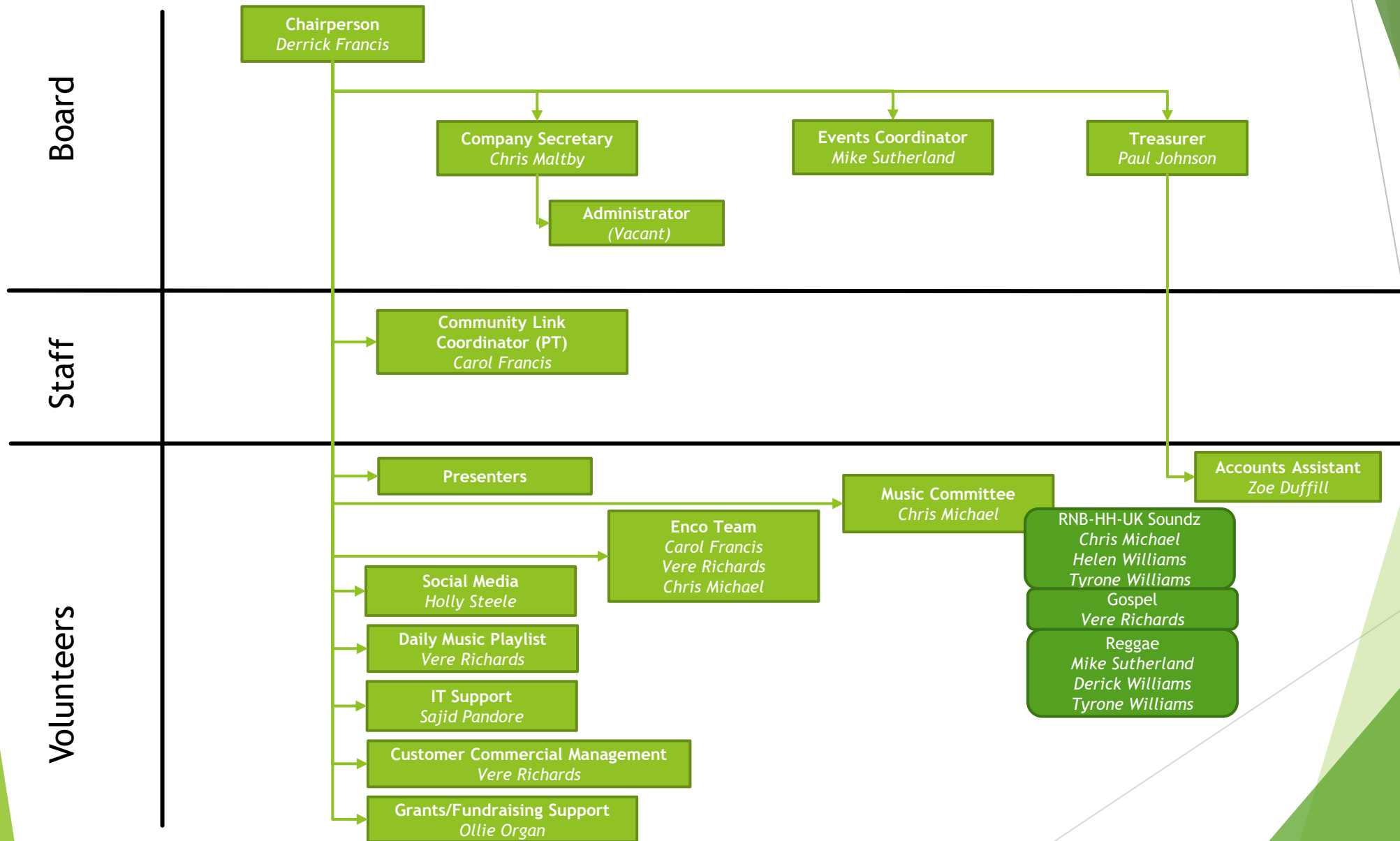
A handwritten signature in black ink, appearing to read 'D.C. Fennell'. The signature is written in a cursive style with some loops and flourishes.

Chair & Co Founder

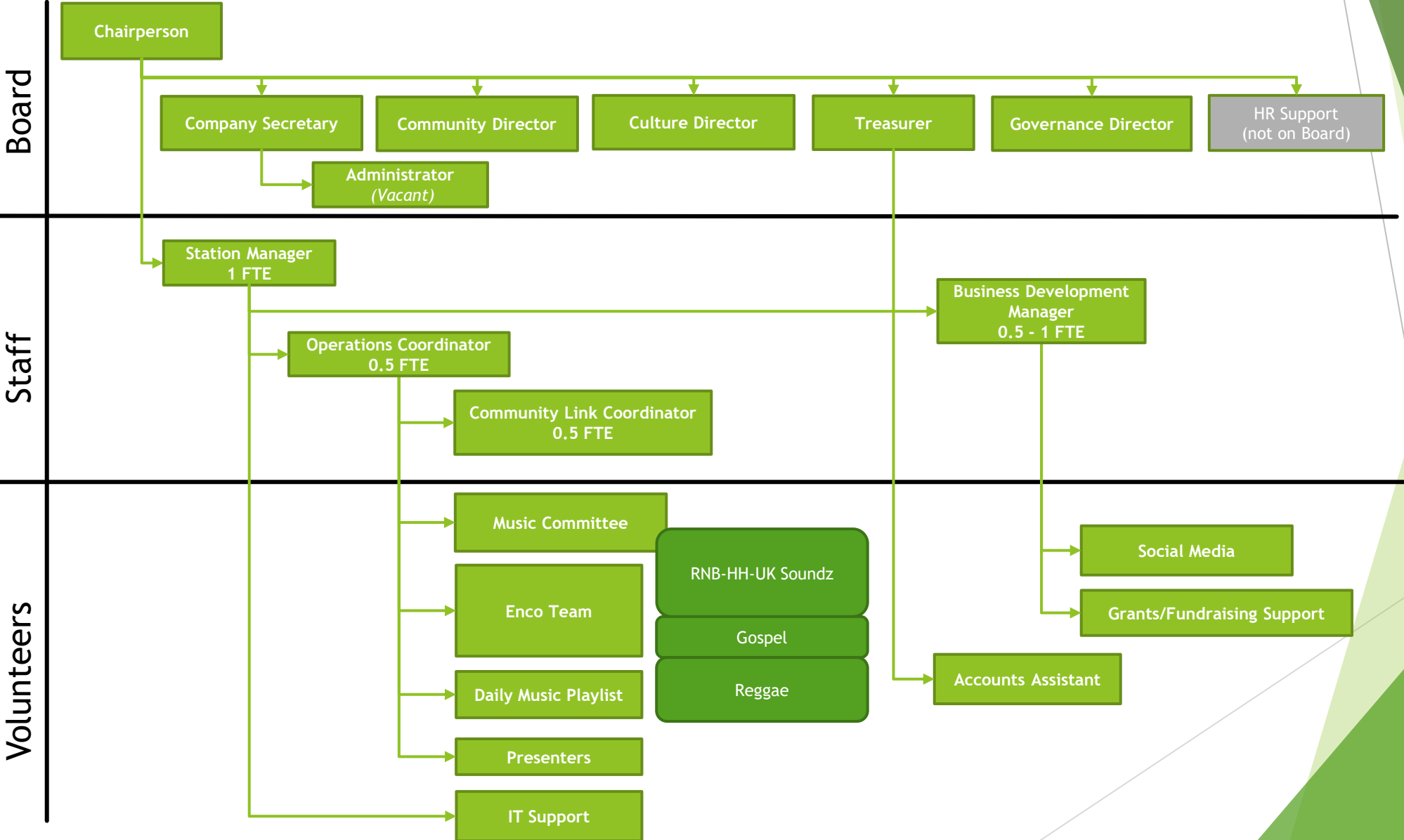
Gloucester FM

2023 Organisational Design

As-Is Organisation Structure



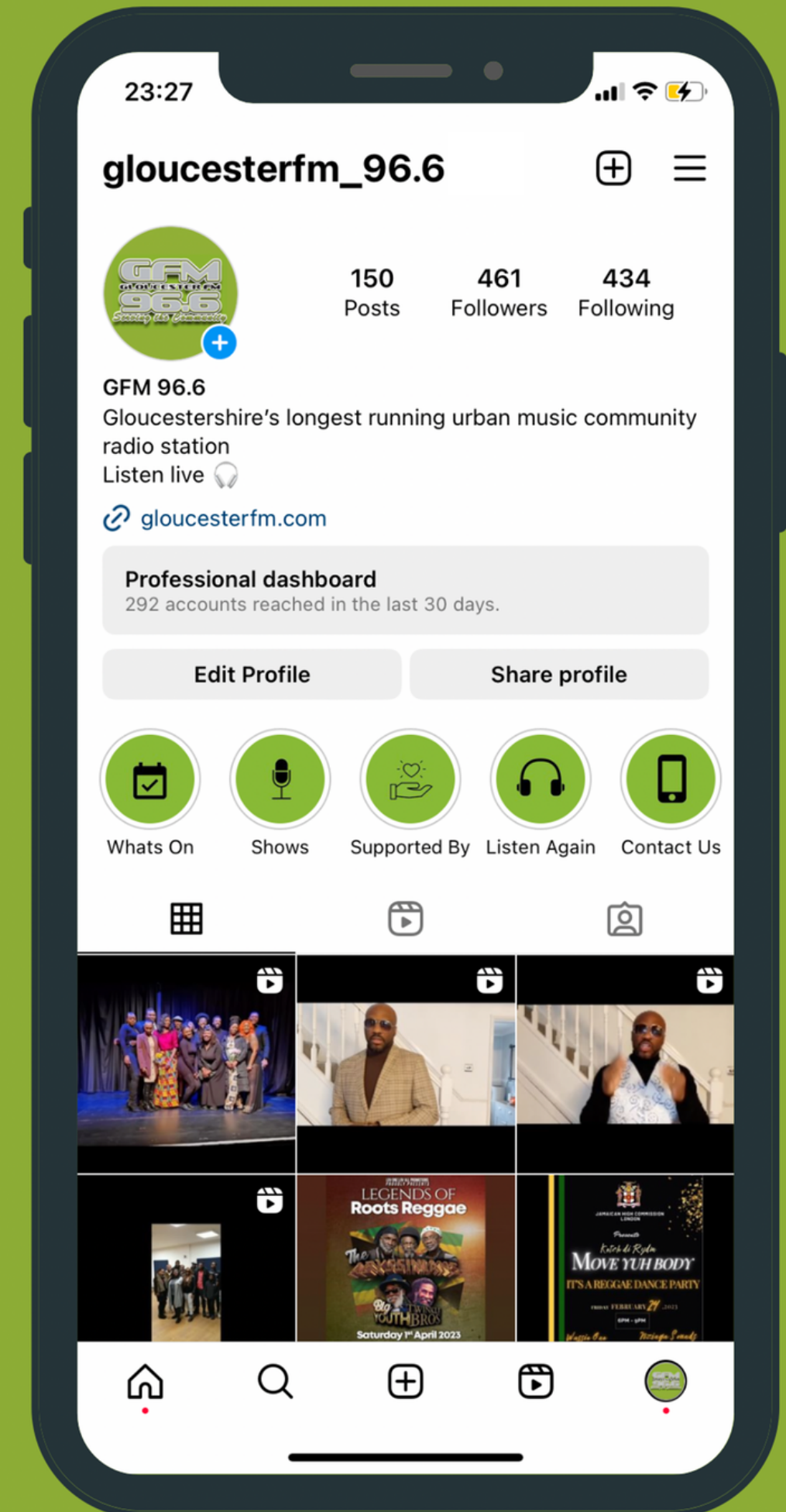
Suggested Organisation Structure





GFM Instagram

March 2023 Update





Agenda

- Summary
- Where we are now
 - Overview trends
 - Location trends
 - Age range trends
- What's next and suggestions



GFM's Instagram account was created in January 2020.

- To increase GFM's publicity
- To open new opportunities for sponsorship and funding for GFM
- To reach young people and encourage volunteering
- To keep up with the times of social media and share information about upcoming events, shows and exclusive interviews

Over the past year on Instagram GFM has shared

- 1 x Video
- 42 x Reels
- 67 x Posts
- 268 x Stories

Highest engagement is reels. Our top three reels reached 1833, 1185 and 896 people.



Where We Are Now

Instagram insights comparison 2022-2023



Overview

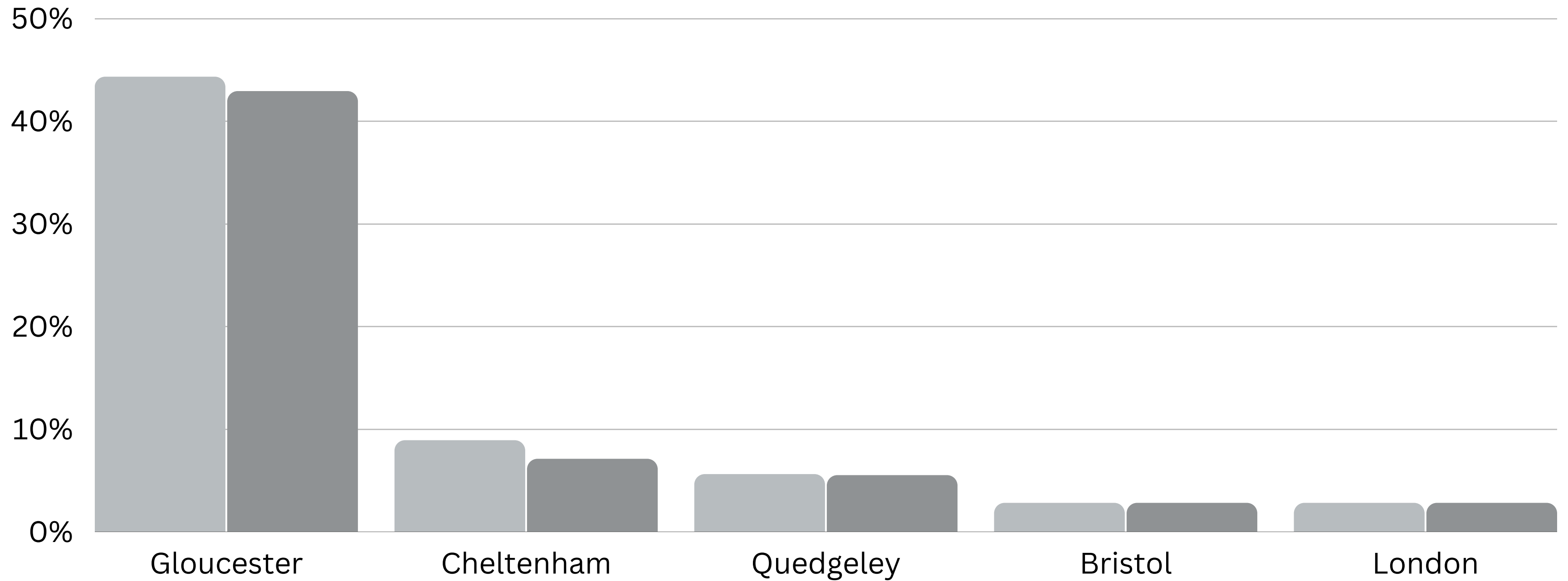
	2022 (Jan-Mar)	2023 (Jan-Mar)	Trend
Accounts reached	306	473	 (+167)
Accounts engaged	44	66	 (+22)
Total followers	325	460	 (+135)

Locations



Top locations of our followers (Cities/Towns)

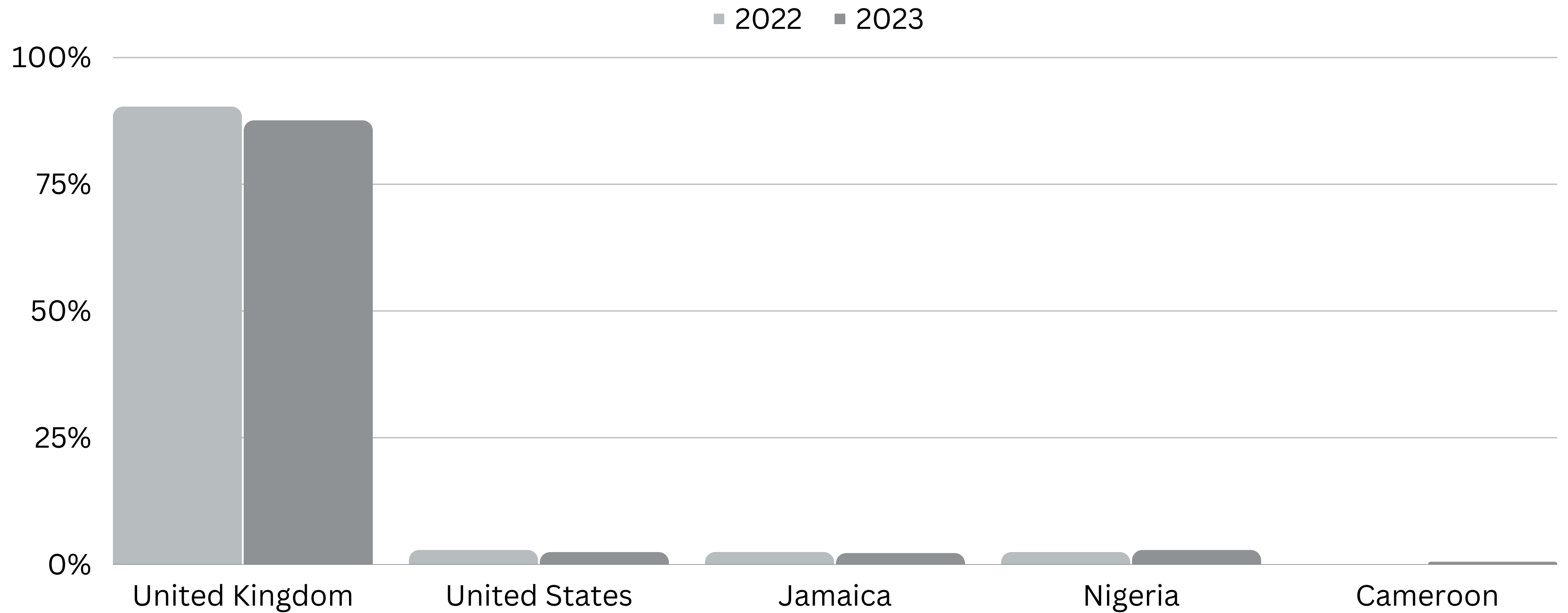
■ 2022 ■ 2023



Locations



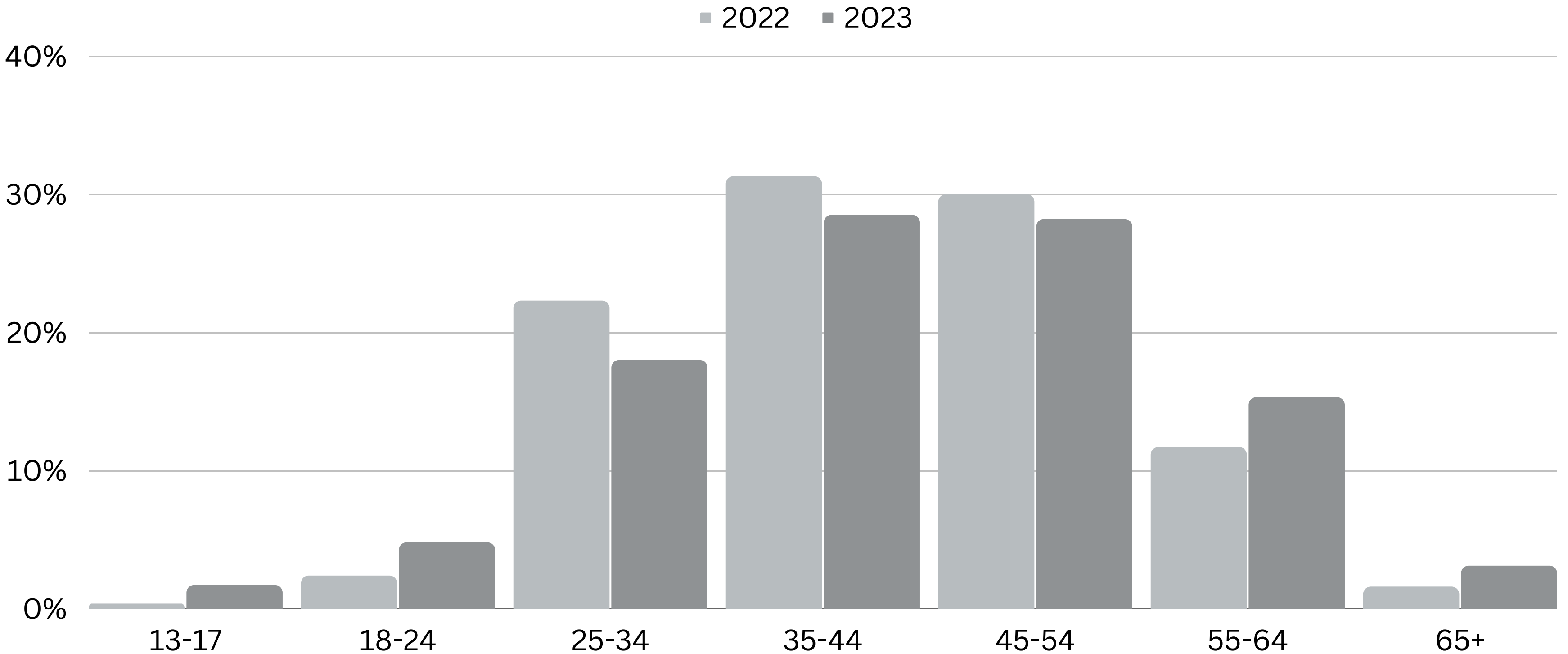
Top locations of our followers (Countries)



Age range



Age range of our followers





What's Next?

Instagram activity 2023-2024





Objectives

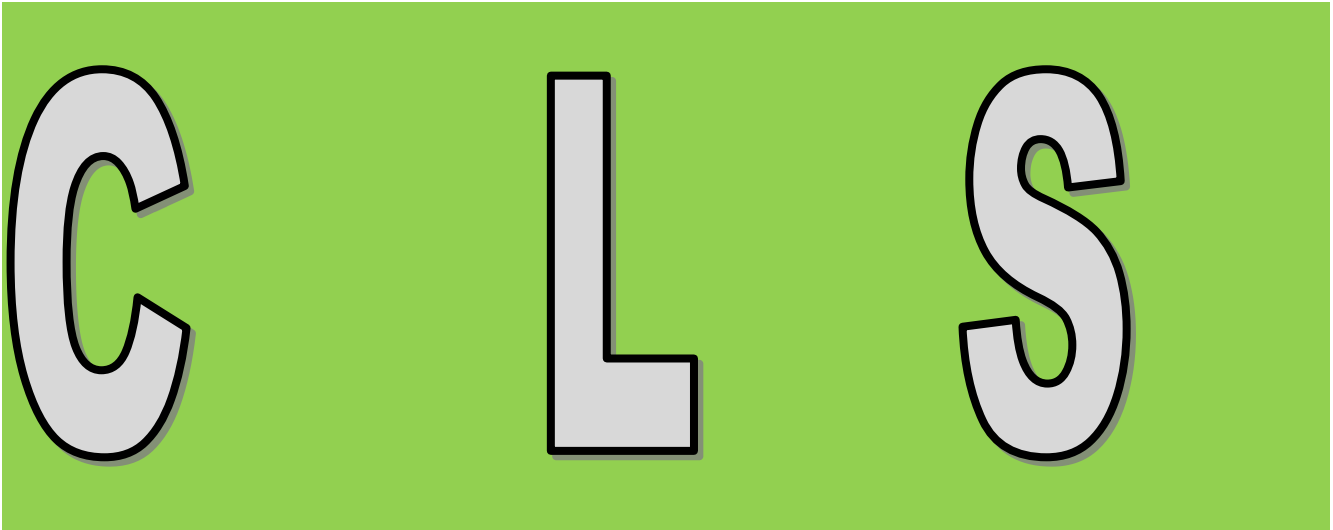
- To continue growing GFM's online presence
- To continue gaining sponsorship for online advertisements
- To increase our engagement with young people
- To continue sharing information to our listeners on Instagram

We need your help

- Please share GFM's Instagram stories, reels and posts to help spread the good word about GFM and the information we are sharing with the community - Tell a friend to tell a friend.
- If your sharing pictures and videos online of you in the studio during your show share this with GFM too by tagging @gloucesterfm_96.6

Suggestions

- What would you like to see more of, on GFM's Instagram?
- What should we be sharing or doing?
- Any other ideas about GFM's social media?



Community

Link

Show

Report April 2022 - March 2023

The past year continued as difficult as the last in finding a presenter for the Community Link Show Mondays and Tuesdays. Therefore at present I present the Monday and Tuesdays shows. I have continued doing a lot of other things around the station. For example making sure presenters programme promos are recorded and played at the right time. However this can be difficult when presenters don't inform the Board (who inform me) if they are unable to present their scheduled show. At this point can I ask any presenter who is in a monthly rota and have not recorded a promo and would like one please let me know or if you want to update your promo.

Community Link Crew: (CLC)

We have had new members join as well as members leaving, so it is easier to say who is presently volunteering. At present the CLC Friday Show volunteers are, Holly Steel one month then Tay Mulla. The young people Show volunteers are: Llahnie Mae Whitlock, one month then Zaiba Moola. Zaiba came to GFM as part of the work experience and enjoyed it and then asked if she could volunteer and joined October 2022.

Family Time: Pastor Charles Campbell returned from his 3 months sabbatical. The Family Time team are: Elder Saunders, Angela, Mario & Family, Pastor Jackson and Pastor Charles.

Community Link Show Mondays and Tuesdays: As stated there are no volunteers. The last couple of volunteer was Jowena Riley who joined July 2021 and then left January 2022 to join the BBC and Izzy Moulding who joined December 2021 then left March 2022 because she secured an internship in Germany, It is a bitter sweet for GFM when volunteers leave but cases like this it's good for GFM as it shows that people who volunteer can go on and get a career specially in Jowena's case who had no radio experience before joining GFM.

Caribbean News Team:

Again as with the CLS the news team have had new volunteers join as well as volunteers leave. The local news is taken from BBC Radio Gloucestershire and works quite well most of the time. GFM now only need to source the Caribbean news. At present there are four people covering the Caribbean news for GFM, However GFM is still looking for more volunteer as Hazel covers two days. The news team are: Pastor Charles Campbell, Stephen Moore, Hazel Golden and Jenny Batchelor.

Training:, I delivered internal training with volunteers.

Misalliances:

I worked with Tredworth Junior School for Black History Month. 20 children and their teacher came to the studio and we recorded the children reading information on different Black artists.

I continued to do telephone and zoom interviews and self training on aspects of Enco.

GFM what's On Folder: The folder is last updated on a Friday afternoon and not updated again until the following Monday. Therefore I kindly ask weekend presenters to check before reading out and cross out any that is out of date. Please note **all presenters** should be reading out the information from what's on folder, and the Community link schedule for week (Yellow Sheet pin up on wall) those who present a music show should read the places to party.

I have represented GFM at events such as the Farewell Reception in honour of His Excellency Seth George Ramocan CD, High Commissioner of Jamaica.

I attended WSP's Solicitors Networking lunch as a speaker to talk about GFM

Interviewed by BBC radio Gloucestershire for women's international day March 2022

I represented GFM at Gloucestershire County Council's Black History Month event

I Met with Beverley Grimster, Commissioning Manager from Gloucestershire County Council. She is carrying out some research into Black and Minority Ethnic populations' experience of drug and alcohol in Gloucestershire and wanted to see how she could use radio as a way of making contact with the community.

I met with Bairbre Lloyd, Customer Communications & Inclusion Partner from Gloucester City Homes she wanted to introduce herself to me as she have just started working at GCH and wanted to see how she could work with GFM going forward.

I met with Shalima Khan, Macmillan Cancer Support and Information Hub Deputy Manager, with regards continuing working with GFM and I am pleased to report that the work will continue again this year.

Annette Richards who voiced the bereavement notices is no longer able to voice the Bereavement notices. I would like to thank her for her time and wish her well going forward.

At present Hazel Golden as volunteered to voice any that come in until someone can be found. However, as Hazel presents a programme every other month it would not sound good if while presenting her show a notice was played, Hazel suggested to me that we could use speech to text. This is where you type what you want spoken and choose the accent and weather male or female. On the face of it looks like away forward if unable to find a volunteer.

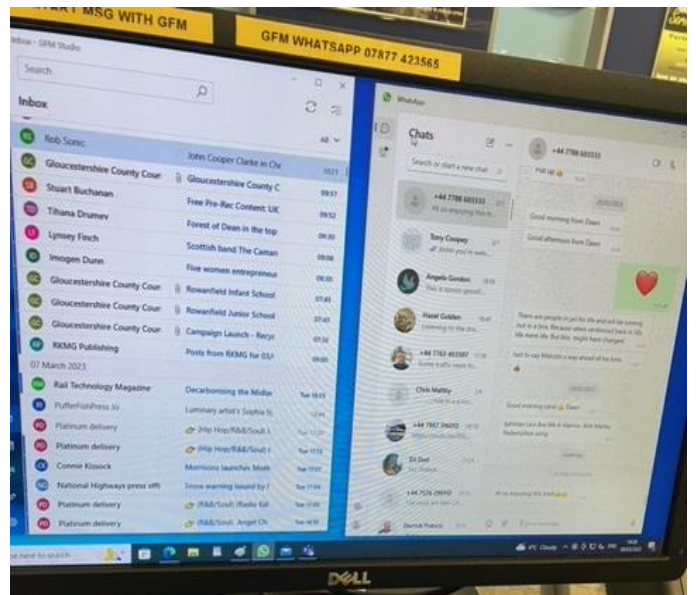
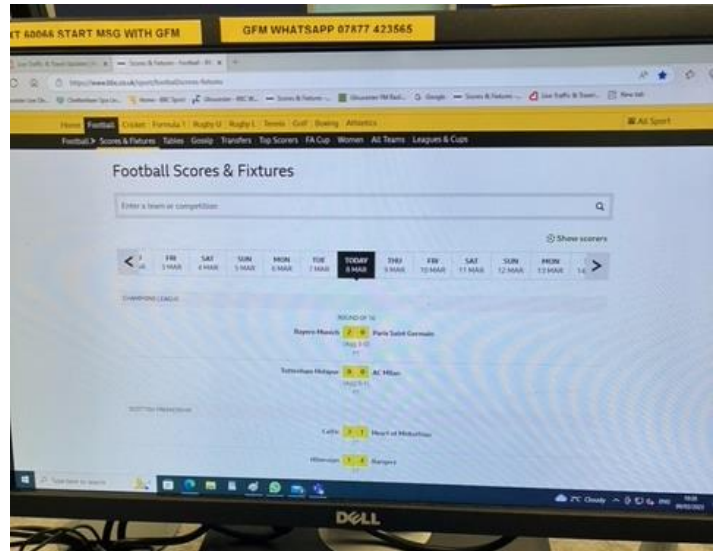
I have continued to present research topics and arrange and carry out interviews either by face to face, Zoom or telephone for the CLShow. Misalliances work at GFM such as crating play list for Lover's Rock Show, crating mini arrays for presenters and sometimes updating with their personnel jingles, rebooting Enco sending out and chasing up invoices.

As GFM enters into 2023 Presenters and volunteers who are committed is required for the Community Link Show and the News Team. I will continue to apply for funding and promote GFM the best I can, and as members of GFM you too can help by promoting GFM in your place of work on your social networks encourage friends, work colleague and family to

volunteer and encourage business to advertise with GFM and help to keep GFM broadcasting.

Quick Quiz

You just finish you show and there is not a presenter up next so you put in mix. Which of these pictures should the Enco screen and internet screen look like when you leave the studio? Top two or Bottom two? Answers at AGM



Carol Francis (Mrs)
Community Link Coordinator