



Annual Report 2020/21



GD 2021/0080

Radio Manx Limited

Financial statements

for the year ended 31 March 2021



Chairman's statement

The importance of Public service media was demonstrated again with the Covid-19 pandemic.

From breaking the news of the spread of Covid-19 across the globe as it moved toward the Isle of Man, through helping keep the Nation informed of a fast-evolving situation, to live on-air and online coverage of the (then) daily government media briefings, Manx Radio was front and centre.

We were the only media organisation on the Island to provide live, uninterrupted and free-to-air, radio coverage of the Government's Daily Media Briefings alongside all of the digital offerings (Facebook Live, YouTube, daily Podcast and the popular and much followed live Daily Blog).

We also recognised early on, that there was a section of the community which does not source its information digitally. To ensure these people were not left out, we introduced a number of extra daily on-air updates, covering in detail what had been announced that day at the Government Media Briefing and explaining what that would mean to us as individuals, families and as a wider community.

Despite Manx Radio's digital presence, repeated technical issues on the independently provided video stream of the daily media briefings, saw many members of the community telling us that they returned to listen to Manx Radio's FM & AM radio coverage which remained glitch free. Again, we feel this demonstrates the ongoing requirement for free-to-access terrestrial output, which should encompass DAB.

The government subvention increased to £995,000 for the year which (from £899,830 as agreed by Tynwald in October 2019), financed 46% of our expenditure. The turnover from continuing operations in 2020/21 of £1,199,197 was £116,266, 9% below 2019/20. Given the challenges and uncertainty both for Manx Radio and our Commercial Airtime Partners, this is I believe a very creditable performance and is one that bodes well for the path to recovery as we move forward. It is important to note. That despite the impact of COVID our total turnover was only £14,926 (1%) below our normal average annual turnover.

Operating expenses of £2,156,663 are £120,847, (5%) below the previous year.

While cost savings were implemented to get the company through the tough COVID period, all of the savings and changes in practices will not be sustainable and we anticipate some of the expenses to return to previous levels. Some of the savings are also explained by a number of Public Service commitments (outside broadcasts from the Southern Show, the Royal Show, Parish Walk, etc), not taking place.


The resultant profit was £36,659 compared with a loss the previous year of £64,540.

Manx Radio did not benefit in any way from any government financial Covid-19 support schemes or furlough payments.

The Covid-19 pandemic saw the industry wide audience survey company, RAJAR, unable to continue its service to the industry including Radio. Our digital engagement statistics have continued to show upward trends with more of the audience engaging more often and for longer periods of time.

Our lunchtime audience interaction programme 'Mannin Line' is proving popular across all platforms and we've seen increased levels of Listener engagement and reaction. Despite Covid-19 restrictions, a number of outside broadcasts were possible through the year including live programmes from every one of the Island's senior schools. These Broadcasts, which gave a voice to the Nations younger generation, proved popular with both the schools and regular listeners.

Mannin Line is also one of the most downloaded daily podcasts produced by Manx Radio, and is typically, just behind the number of daily downloads for our daily news focussed show 'Update' which is live Monday – Friday between 5:30 and 6pm and constantly tops our podcast downloads.



These podcasts, along with all the other in-house productions by Manx Radio, enable the audience to engage with the content they want at a time which best suits them. Across the world, podcasting is a growing medium allowing both flexibility of listening time and location. On Island, our community tells us that they listen to a selection of our podcasts whilst out walking, whilst doing domestic chores, driving and so on.

We have continued to work with and provide free studio facilities, training and web hosting for a number of community groups across the Island including the Manx Theatre Podcast, PolitiBabble (hosted, produced and presented by a group of youngsters with their take on news and current affairs on Island and further afield), the Reach Charity, the IoM Anti-Cancer Association, Going The Match (match going football fans and their experiences), Island ArtCast (IoM Arts Council), Making Waves (Environmental group 'Sustain Our Seas'), Supergroup (local musicians) and Wild Thing (Manx Wildlife), amongst others.

With the cancellation of TT 2020, we ran a successful and hugely popular 'Mountain Memories' radio service via AM and online during the period. This included commentaries from classic races, specially commissioned shows, and new interviews with the riders and some live shows. We plan to repeat this in 2021.

We continued our recent drive to produce and/or facilitate new original content with further episodes of our satirical series 'IM1' and worked with local drama groups to produce more original radio drama. We also produced a number of one-off special programmes for Christmas, Easter, Tynwald Day, Remembrance Sunday and other cultural occasions. We were also able to take our satirical show 'IM1' on the road for two live performances, raising funds for local charities.

In conclusion I wish to pass on my heartfelt thanks to every member of the team at Manx Radio who showed the highest levels of commitment and professionalism in delivering a quality of service to the Manx public through these most difficult times.

Also, my thanks to my fellow Directors for their continued commitment, guidance and support.

**William D Mummery, Chairman
Radio Manx Limited**

23 June 2021



Directors' Report for the year ended 31 March 2021

The directors have pleasure in presenting their report and the financial statements of the company for the year ended 31 March 2021, which are prepared in accordance with the provisions of the Isle of Man Companies Acts 1931 to 2004, and United Kingdom Accounting Standards.

Principal activity

The principal activity of the company is the operation of a public service broadcasting service and commercial radio station known as "Manx Radio" by virtue of a licence issued by the Communications Commission under the Broadcasting Act 1993.

Results and dividend

The company made a profit for the financial year of £36,659 (2020: loss £64,540) which has been transferred to reserves (2020: deducted from reserves). The directors do not recommend the payment of a dividend (2020: £nil).

The COVID-19 pandemic struck the Isle of Man in late March 2020 and in early June 2020 the Board of Directors of Radio Manx Limited, by invitation from the shareholder, submitted an assessment of the business risks and associated potential loss of commercial revenues with a view to obtaining additional subvention support for the year ending 31 March 2021. This additional support, amounting to a further £200,000 was confirmed in the Isle of Man Government Budget Update issued on 21st July 2020. The state of emergency ended on 26th June 2020 and despite two further periods of lockdown on the Island in January 2021 and March 2021, the company did not require to call upon the £200,000 offered by the Isle of Man Government and weathered the Covid-19 pandemic with no support of any sort from the Government other than its routine subvention payments.

Directors

The directors of the company holding office during the year and to date were:

C R Guard
D S Leeming
J N Marsom (Retired 03/07/2020)
A Brindley (Appointed 28/4/2021)

C P Eaton
C Sully
N Bowker
W D Mummery

Audit committee

The Audit Committee comprises non-executive directors, namely Mrs N Bowker (Chairman), Mr C R Guard and Mr C P Eaton and meets not less than three times per year.

Auditors

PricewaterhouseCoopers LLC, being eligible, has indicated its willingness to continue in office in accordance with Section 12(2) of the Isle of Man Companies Act 1982.

Secretary

The secretary holding office during the year and to date was:

C Sully

Registered office

The company's registered office is P.O. Box 1368, Broadcasting House, Douglas, Isle of Man, IM99 1SW.

By order of the Board

C Sully
Director
23 June 2021



Statement of Directors' responsibilities in respect of the financial statements

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable Isle of Man law.

Company law requires the directors to prepare financial statements for each financial year. The directors have elected to prepare the company financial statements in accordance with United Kingdom Accounting Standards, comprising Financial Reporting Standard 102 "The Financial Reporting Standard Applicable in the UK and Republic of Ireland" ("FRS 102") Section 1A.

The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 102 Section 1A, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Isle of Man Companies Acts 1931 to 2004. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

By order of the board

C Sully
Company Secretary

23rd June 2021



Independent auditor's report to the member of Radio Manx Limited

Report on the audit of the financial statements

Our opinion

In our opinion, Radio Manx Limited's financial statements:

- give a true and fair view of the state of the Company's affairs as at 31 March 2021 and of its profit for the year then ended in accordance with United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" Section 1A; and
 - have been properly prepared in accordance with the requirements of the Isle of Man Companies Acts 1931 to 2004.
-

What we have audited

Radio Manx Limited's financial statements comprise:

- the balance sheet as at 31 March 2021;
 - the profit and loss account for the year then ended;
 - the notes to the financial statements, which include significant accounting policies and other explanatory information.
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Basis for opinion

We conducted our audit in accordance with International Standards on Auditing ("ISAs"). Our responsibilities under those standards are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the International Code of Ethics for Professional Accountants (including International Independence Standards) issued by the International Ethics Standards Board for Accountants ("IESBA Code"). We have fulfilled our other ethical responsibilities in accordance with the IESBA Code.

Other information

The other information comprises all of the information in the Financial Statements other than the financial statements and our auditor's report thereon. The directors are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.


In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the directors for the financial statements

The directors are responsible for the preparation of the financial statements that give a true and fair view in accordance with United Kingdom Accounting Standards and Isle of Man law, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

The directors are responsible for overseeing the Company's financial reporting process.



Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

This report, including the opinion, has been prepared for and only for the Company's member in accordance with Section 15 of the Isle of Man Companies Act 1982 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Report on other legal and regulatory requirements

Adequacy of accounting records and information and explanations received

Under the Isle of Man Companies Acts 1931 to 2004 we are required to report to you by exception if, in our opinion:

- we have not received all the information and explanations we require for our audit;
- proper books of account have not been kept, or proper returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the books of account and returns; and
- certain disclosures of directors' loans and remuneration specified by law have not been complied with.

We have no exceptions to report arising from this responsibility.

PricewaterhouseCoopers LLC
Sixty Circular Road
Douglas, Isle of Man

23 July 2021



Profit and loss account

for the year ended 31 March 2021

	Note	2021 £	2020 £
Turnover - continuing operations	2	1,199,197	1,315,463
Public service subvention		995,000	899,830
		2,194,197	2,215,293
Operating expenses		(2,156,663)	(2,277,510)
Interest payable and similar charges	3	(875)	(2,323)
Interest receivable		-	-
Profit/(Loss) on ordinary activities before taxation	5	36,659	(64,540)
Taxation	6	-	-
Profit/(Loss) for the financial year	13	36,659	(64,540)

The notes on pages 9 to 17 form an integral part of these financial statements.

Balance sheet at 31 March 2021

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	7	1,512,728	1,515,041
Intangible assets	8	-	3
Assets under the course of construction	7	-	22,318
		1,512,728	1,537,362
Current assets			
Debtors and prepayments	9	214,594	291,801
Cash at bank and in hand		130,339	32,071
		344,933	323,872
Creditors: amounts falling due within one year	10	(243,429)	(334,669)
Net current assets/(liabilities)		101,504	(10,797)
Total assets less current liabilities		1,614,232	1,526,565
Creditors: amounts falling due after more than one year	11	(162,901)	(111,893)
Net assets		1,451,331	1,414,672
Capital and reserves			
Called-up share capital	12	559,002	559,002
Share premium	13	297,000	297,000
Revaluation reserve	13	685,616	685,616
Profit and loss account	13	(526,674)	(563,333)
Capital contribution reserve	13	436,387	436,387
Equity shareholder's funds		1,451,331	1,414,672

The financial statements on pages 7 to 17 were approved and authorised for issue by the Board of directors on 23 July 2021 and signed on its behalf by:

W D Mummery
Director

C Sully
Director

Notes to the financial statements for the year ended 31 March 2021

1 Statement of compliance

The financial statements of Radio Manx Limited have been prepared in compliance with United Kingdom Accounting Standards, including Financial Reporting Standard 102, 'The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland Section 1A (Small Entities)' ("FRS 102") and in accordance with the Isle of Man Companies Acts 1931 to 2004. The company is incorporated in the Isle of Man (001486C) and the address of the registered office is P.O. Box 1368, Broadcasting House, Douglas, Isle of Man, IM99 1SW.

2 Principal accounting policies

The financial statements have been prepared in accordance with applicable Accounting Standards in the United Kingdom. A summary of the more important accounting policies, which have been applied consistently, is set out below.

Basis of accounting

The financial statements are prepared in accordance with the historical cost convention as modified by the revaluation of land and buildings. The preparation of financial statements in conformity with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 4.

Going concern

The financial statements are prepared on a going concern basis, having considered the level of government funding disclosed further in notes 4 and 15.

Exemptions under FRS 102

The company has taken advantage of the exemption under FRS 102 paragraph 7.1B from preparing a statement of cash flow on the basis that it is a small company.

Turnover

Sales comprise the value (exclusive of Value Added Tax) of invoiced advertising, production and studio hire charges, sponsored programmes, sales of merchandise and engineering projects.

Revenue is recognised in the accounting period in which the services are rendered when the outcome of the contract can be estimated reliably. Revenue from sales of merchandise is recognised when the risks of rewards of ownership is passed to the customer.

Tangible assets

Interests in land and buildings are stated at valuation. Land is not depreciated. Revaluations are made by an independent professionally qualified valuer with sufficient regularity to ensure that the carrying amount does not differ materially from that which would be determined using fair value at the end of the reporting period. The basis of valuation is explained in note 7. The cost of other tangible fixed assets is their purchase cost, together with any incidental costs of acquisition.

Depreciation is calculated so as to write off the cost of tangible assets less their estimated residual values, on a straight line basis over the expected useful economic lives of the assets concerned. The principal annual rates used for this purpose are:



Notes to the financial statements for the year ended 31 March 2021 (continued)

Computers and related equipment	10-50%
Motor vehicles	25%
Fixtures, fittings and plant	8-50%

2 Principal accounting policies (continued)

Depreciation commences when the assets are ready to use. Costs incurred on assets that are not yet ready to use are included in assets under the course of construction until the asset is completed, when the costs are transferred to tangible assets.

It is the company's policy to maintain its freehold property in a state of good repair in order to prolong its useful life. The directors consider that the life of the freehold property and its residual value is such that the depreciation is not significant. Accordingly, no depreciation is provided on the freehold property.

Pension costs

The employees of the company are members of the Isle of Man Government Unified Scheme. This scheme is administered by The Public Sector Pensions Authority. The assets and liabilities of the scheme are not held separately from other Isle of Man Government assets and liabilities. The contributions to the scheme are paid by the company in accordance with rates determined by the Isle of Man Government and are charged to profit and loss as incurred.

Government grants

The company receives an annual subvention from the Government which is included as income in the year on the accruals basis (see note 15).

Deferred income

Amounts received prior to the delivery of services are recorded as deferred income and released to the profit and loss account as the services are provided.

Amounts received from a government grant which relate to the capitalisation of an asset are recognised as deferred income and released to the profit and loss account on a systematic basis over the expected useful life of the asset.

Cash at bank and in hand

Cash includes cash in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. The overdraft facility has not been required to date.



Notes to the financial statements

for the year ended 31 March 2021 (continued)

2 Principal accounting policies (continued)

Financial instruments

i) Financial assets

Basic financial assets, including trade and other receivables and cash and bank balances, are initially recognised at transaction price, and subsequently measured at amortised cost. At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in the profit and loss account.

Financial assets are derecognised when (i) the contractual rights to the cash flows from the asset expire or are settled, or (ii) substantially all the risks and rewards of ownership of the asset are transferred to another party or (iii) despite having retained some significant risk and rewards of ownership, control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions.

ii) Financial liabilities

Basic financial liabilities, including trade creditors, other creditors and accruals, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Financial liabilities are derecognised when the liability is extinguished, which is when the contractual obligation is discharged, cancelled or expires.

3 Interest payable and similar charges

	2021 £	2020 £
Other interest payable and bank charges	875	2,323

4 Critical accounting judgements and estimation uncertainty

The company makes estimates and assumptions that affect the amounts recognised in the financial statements and the carrying amounts of assets and liabilities within the next financial year. Estimates and judgements are continually evaluated and are based on management's experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Management also makes certain judgements apart from those involving estimations, in the process of applying the accounting policies. Judgements that have the most significant effect on the amounts recognised in the financial statements and estimates that can cause a significant adjustment to the carrying amount of assets and liabilities within the next financial year include:

a) Critical judgements in applying the entity's accounting policies

Going concern

Management prepared these financial statements on a going concern basis. In making this judgement management considered the company's financial position, current budgets and forecasts and the level of government funding as set out in note 15.

b) Critical accounting estimates

Provisions for bad debts


Provisions are made up of debtors which are not deemed to be recoverable. Judgement is used by management to assess the recoverability, including the ageing profile of debtors and historical experience.

Revaluation of land and buildings

The revaluation of freehold land and buildings is an accounting estimate. The valuation is performed by professional surveyors and reviewed annually by the directors, taking into account current market conditions for such buildings.

Useful life of tangible assets

The annual depreciation charge for tangible assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimates, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See note 7 for the carrying amount of each class of asset.



Notes to the financial statements for the year ended 31 March 2021 (continued)

5 Profit/loss on ordinary activities before taxation

	£	2021 2020 £
Profit/loss on ordinary activities before taxation is stated after charging/(crediting):		
Depreciation and amortisation	147,363	156,131
Minor Capital Works deferred income release	(83,106)	(58,690)
Auditor's remuneration	10,350	10,050
Non-executive directors' remuneration*	31,791	29,425
Pension costs	135,940	124,110

* The Chairman received remuneration of £9,903 (2020: £9,709). The other non-executive directors received £6,617 each pro-rata (2020: £6,487 each) and the chairman of the audit committee received an additional £1,847 pro rata (2020: £1,781). The Directors' remuneration and that of the Chairman were allocated on a pro-rata basis. The remuneration also attracted National Insurance contributions as appropriate.

The average number of employees during the year was 31 (2020 – 32)

6 Taxation

The Isle of Man Government announced a 0% rate of tax to apply from 6 April 2007. This rate is expected to remain in force for the foreseeable future.

Notes to the financial statements for the year ended 31 March 2021 (continued)

7 Tangible assets

	Freehold land & buildings £	Computers & related equipment £	Fixtures fittings & plant £	Motor vehicles £	Total £
At 1 April 2020					
Cost	1,150,000	111,757	1,278,990	85,340	2,626,087
Accumulated depreciation	-	(100,269)	(931,603)	(79,174)	(1,111,046)
Net book value	1,150,000	11,488	347,387	6,166	1,515,041
Opening net book value	1,150,000	11,488	347,387	6,166	1,515,041
Revaluation/additions	-	-	149,842	-	149,842
Disposals	-	-	(4,792)	-	(4,792)
Charge for the year	-	(9,095)	(133,868)	(4,400)	(147,363)
Closing net book value	1,150,000	2,393	358,569	1,766	1,512,728
At 31 March 2021					
Cost	1,150,000	111,757	1,424,040	85,340	2,771,137
Accumulated depreciation	-	109,364	1,065,471	83,574	1,258,409
Net book value	1,150,000	2,393	358,569	1,766	1,512,728

Land and buildings were valued at £1,150,000 for the year ended 31 March 2020 on an existing use valuation basis. The valuation was undertaken by Black Grace Cowley, Chartered Surveyors, in accordance with the RICS Appraisal & Valuation Standards. The Board of Directors feel that the market valuation has not materially changed since this date.

The company's freehold land and buildings are subject to a first legal charge in favour of Isle of Man Bank Limited.

Assets under the course of construction (Broadcasting House Redevelopment) of £22,318 has been written off during the year (2020: £22,318) which consisted of expenditure on fixtures, fittings and plant incurred during 2015/16 and 2016/17. The redevelopment of Broadcasting House has been deferred, as the Board considered a request for such funding to be currently inappropriate given the Covid-19 government funding that was required for the wider economy during 2020 & 2021. The board will revisit the scheme at a future date.

Notes to the financial statements for the year ended 31 March 2021 (continued)

8 Intangible assets

	£
At 1 April 2020	
Development cost	40,727
Accumulated amortisation	(40,724)
Net book value	3
Opening net book value	3
Charge for the year	(3)
Closing net book value	-
At 31 March 2021	
Cost	40,727
Accumulated amortisation	(40,727)
Net book value	-

9 Debtors

	2021 £	2020 £
Trade debtors	188,579	208,724
Other debtors and prepayments	26,015	83,077
	214,594	291,801

10 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	46,366	104,388
Other creditors and accruals	59,757	104,420
Deferred income	137,306	125,861
	243,429	334,669

Notes to the financial statements for the year ended 31 March 2021 (continued)

11 Creditors: amounts falling due after more than one year

	2021 £	2020 £
Deferred income – Minor Capital Works	162,901	111,893
	162,901	111,893

12 Called-up share capital

	2021 £	2020 £
Authorised ordinary shares at £1 each	560,000	560,000
Allotted, called up and fully paid ordinary shares at £1 each	559,002	559,002

On 1 November 2019 a further 100,000 ordinary shares were issued to the shareholder at £1 per share resulting in £100,000 being injected into the business.

13 Reserves

	Capital contribution reserve £	Share premium £	Profit and loss account £	Revaluation reserve £
At 31 March 2019	436,729	297,000	(498,793)	710,616
Loss for the year	(342)	-	(64,540)	(25,000)
At 31 March 2020	436,387	297,000	(563,333)	685,616
At 31 March 2020	436,387	297,000	(563,333)	685,616
Revaluation in the year	-	-	-	-
Capital contributed in the year	-	-	-	-
Profit for the year	-	-	36,659	-
At 31 March 2021	436,387	297,000	(526,674)	685,616

Notes to the financial statements for the year ended 31 March 2021 (continued)

14 Controlling party

The Department of the Treasury of the Isle of Man Government is the ultimate controlling party.

15 Annual subvention

The company receives a public service subsidy for public service broadcasting termed “annual subvention”. Following approval by the Tynwald Select Committee in October 2019 the amount received from the Isle of Man Government for the year ending 31 March 2021 for the Public Service Broadcasting was £995,000 (2020: £899,830). Following the transfer of the Manx Radio AM and FM Transmission Networks from Department of Home Affairs an operating budget of £83,722 in 2021 (2020: £80,000) and £150,000 for minor capital works (2020: £150,000) as stated in the Pink Book was received as other income and as a grant respectively.

On 21st July 2020 the Isle of Man Government Budget Update approved additional support due to the COVID 19 pandemic of £200,000 for 2021 (2020: Nil). **This was never drawn down.**

The 2014 Select Committee into the future of Public Service Broadcasting confirmed that; ‘Tynwald is of the opinion that the Treasury should fund Manx Radio to the level of £850,000 which applies in 2014-15; and that any future public service broadcasting funding should be subject to periodical reviews based on reports to Tynwald and with Tynwald’s consent’. Treasury previously confirmed that to ensure it remained consistent with this principle, the level of subvention would be agreed as part of the overall Government Budget approved by Tynwald each year. The Government Budget for 2021/22 which was approved by Tynwald in March 2021 confirmed the total level of available funding for the company for 2021-22 was £1,228,722.

16 Related parties

An amount of £149,840 (2020: £149,965) in respect of minor capital works has been paid by the Isle of Man Government. The cumulative balance is currently held as deferred income within note 10/11 and released to the profit and loss account on a systematic basis over the expected useful life of the asset. Annual subvention subsidy is referred to in Note 16 and fees paid to directors amounted to £196,990 (2020: £218,922)



radio manx ltd

annual report to tynwald

for the year ended 31 march 2021

from the directors of manx radio

index

	Page
1. managing director's report	3
2. programming	7
i. statement of programme policy and subvention allocation	7
ii. news, current affairs and weather	7 & 11
iii. sport	7 & 11
iv. community and events programming	8
v. specialist public service broadcasting including religion	8
vi. meeting the station's fm speech quota	10
3. audience research	12
4. commitment to the commercial sector	13
5. engineering services	14
i. transmission	14
ii. annual transmission statistics	14
iii. covid-19	15
iv. broadcasting house	15
v. engineering commercial services	15
6. corporate governance	16
i. audit committee	16
ii. remuneration committee	16
7. communications commission compliance report	17



1. Managing Director's report

A far from 'normal' year for the whole community on the Isle of Man and across the world, which offered many challenges as well as opportunities. At Manx Radio, we took the opportunity to carry out a root & branch look at all that we do and how we do it. This has enabled us to ensure that our efforts are directed fully on the things the community tell us that matter.

Work has progressed on better funding of our News & Speech output and the team who provide it. We are also working with the BBC on redefining the Memorandum of Understanding with them. Once agreed, this will provide more joined-up training and content sharing between Manx Radio and the BBC, to the benefit of all, not least the audience.

Frustratingly, the Covid-19 restrictions mean that there has still been no meaningful, independent research into listening habits on the Island or anywhere in the British Isles since late February 2020. We continue to engage with the industry body (RAJAR) and hope that some resolve from their end will eventually be possible.

Again, as you will read elsewhere in this report, our online reach has continued to improve via social media and our website at www.manxradio.com. Podcast listening hours continue to grow as we increase the variety of choice offered, subjects covered and Podcast numbers. We've continued to work alongside a number of community groups to offer our facilities and training as well as the Manx Radio online platform to facilitate this. Others were in the planning stage when the Covid-19 crisis saw them postponed until a future date. The vast majority of these Podcasts feed material and content into the linear (FM & AM) offerings of Manx Radio, both via news and programming. This enables a far wider potential audience to become aware of their presence and engage with them.

As mentioned in previous reports, in common with other media outlets across the globe, we are monitoring our online success and growth more closely and you'll see some of this information elsewhere in this report.

One of the things we saw during the Covid-19 daily media briefs during 2020 was the repeated fallibility of online provision of audio/video. The system simply struggled with the sheer number of people trying to simultaneously connect to the online offerings across all media platforms, leading to the online streams stopping mid-media brief on a number of occasions. Manx Radio's terrestrial coverage (on AM & FM), of the briefs and other events continued on-air, without suffering the same drop-out issues.

Manx Radio, as the Island's Public Service Media provider, has always offered separate coverage of events such as Tynwald sittings, sporting and other events on its AM service for those wishing to hear them. Again, these are free at the point of use, a basic tenet of Public Service Broadcasting. Going forward, it is clear that an Island-wide DAB service will be a preferred (and in the mid to long run), cheaper option than a costly and ageing AM transmitter system.

Once again, we believe that terrestrial and free-to-use radio reception will continue to be part of the media landscape for a good few years to come. Whilst the FM network provides the backbone of this service (with fewer people listening to the expensive to maintain AM service), DAB (Digital Audio Broadcasting) listening has grown significantly in the UK.



DAB radios are relatively cheap to buy (indeed, finding a traditional radio which doesn't offer DAB is becoming increasingly difficult), and with nearly all new cars sold in the British Isles now being fitted with DAB as standard, this is only going to increase.

Sometimes we're asked if there's still a place for live radio stations at all, in a world where everything appears, at first sight, to be going online. However, in 2020, live radio accounts for 14% of the total media day and 78% of all audio consumption (inc Spotify etc). (Source: IPA Touchpoints)

75% of all audio listening comes from live radio

The different characteristics of live radio and on-demand audio mean that they are suited to different need-states and play complementary roles in the listener's life. By serving different listener needs to on-demand services, live radio remains the dominant format accounting for around three-quarters of all time spent with audio.

Source: RAJAR MIDAS

There is a danger that the Isle of Man community is being left behind as the rest of the British Isle moves to DAB. The BBC have switched off nearly all of their local radio AM transmitters in favour of FM and DAB. The Channel Islands have their own DAB multiplex offering 26 different audio services via a DAB radio to listeners <https://bit.ly/3nEGont>

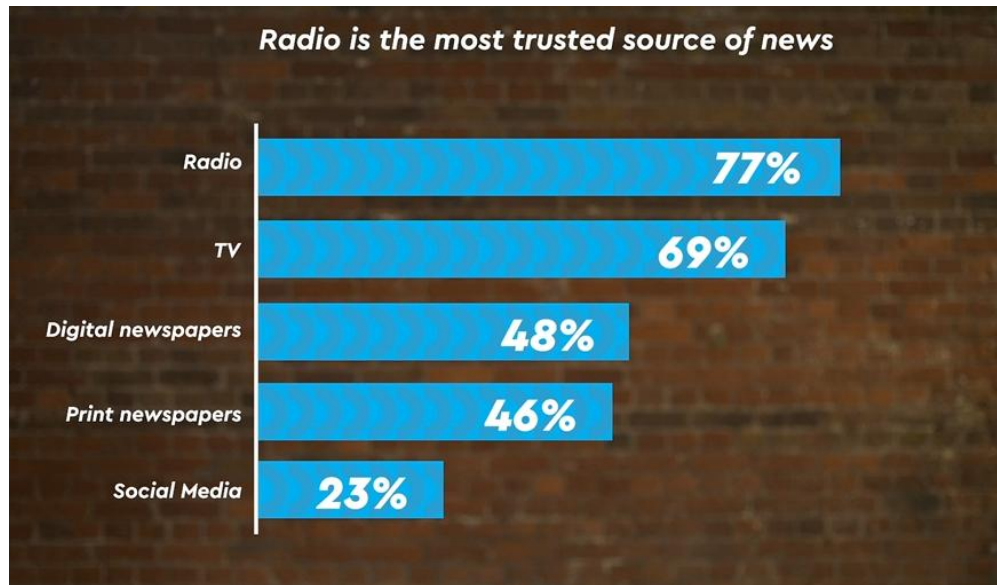
Ofcom has continued to push ahead with the rollout of more DAB services with more new services announced in summer 2021 including one for the Scilly Isles <https://bit.ly/3nDjoFz>

As the Covid-19 crisis gripped the world, the Isle of Man was not immune to its effects. During March 2020, our programming changed significantly with the daily Government Media Briefings carried live on-air and online as well as via live video streaming from the Manx Radio digital pages. We were the only radio station on the Island to carry the briefings live on-air.

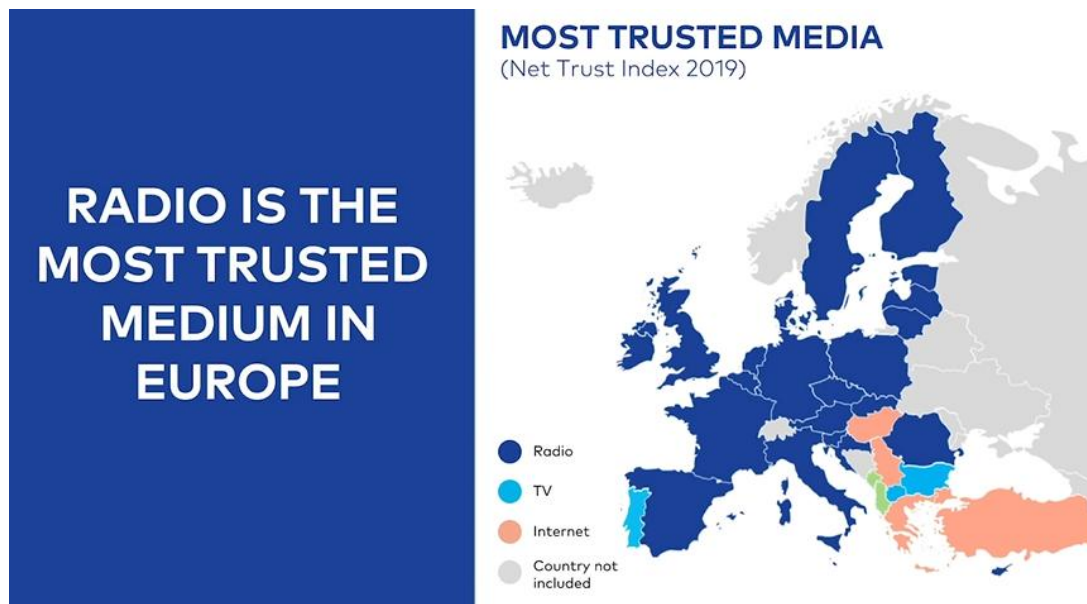
Our extended news coverage throughout the year aimed to keep the community fully up-to-date with news and information as it became available and once it was confirmed. Sometimes (and to the frustration of our hardworking news team), this confirmation process could take time and meant that often rumours were circulating on social media channels before we were in a position to confirm as accurate and report them. In the early days in particular, seeking accurate, confirmed and reliable data could lead to the odd error being made... sometimes by Manx Radio itself and, at other times, by external parties providing that information. When these events occurred, we always worked with those involved to rectify it and ensure the information we broadcast and carried online was accurate in a timely manner, even when that information came through very late at night or through the weekend.

The timely nature of Manx Radio's output demonstrates again why radio news is the single most trusted source of news.





RadioCentre 'Beyond The Bubble' survey – December 2020 (Question: To what extent do you trust national/local/regional news stories from each of the following news sources)



We also quickly introduced opportunities across our output to provide extra, in-depth information for that part of the audience which doesn't use online methods to get its news and information. It is all too easy to assume that saying "there's more info online at [www....](#)", covers everyone, but that is obviously not always the case. Our twice-daily 'Covid-19 Updates' gave the important information and news at a slower pace and we also introduced a live guest each evening in the 7pm update, ranging from healthcare experts to the emergency service teams keeping us safe, from Ministers to members of the public sharing information and advice on how they were coping with the 'lock down'.

There was also advice on coping mechanisms from various Island charities and groups along with acclaimed hypnotherapist Paul McKenna, offering advice on how to cope with the extra stress due to Covid-19 and how to help with sleep patterns and working from home.

Paul wasn't the only celebrity to join us at Manx Radio as we were able to get a personal message for an Island fundraising superstar. TV comedian and host David Walliams was only too pleased to help the Nation's Station with a message for Chloe Rollitt whose exploits raising tens of thousands of pounds for charity we'd been covering over the months.

It's the team here at Manx Radio along with the fantastic community here on the Island which make it such a special place to be, especially through challenging times like the Covid-19 situation.

Chris Sully
August 2021



2 statement of programme policy

The Manx Radio FM schedule from 1st April 2020 was as follows:

TIME	MON	TUE	WED	THUR	FRI	SAT	SUN	TIME
00	SUNDOWN	LATE SHOW					SAT NIGHT LIVE	00
01	NIGHTRAX							01
02								02
03								03
04								04
05	THE CHRIS WILLIAMS EARLY BREAKFAST SHOW - 5AM - 07:30AM					SATURDAY BREAKFAST GEORGE FERGUSON 6am - 08:30am	DAYBREAK GEORGE FERGUSON 6am - 9:30AM	05
06	MANX RADIO BREAKFAST - BEN HARTLEY, BETH ESPEY / SIAN COWPER: 07:30AM - 09:30AM NEWS, AUDIENCE REACTION, CURRENT AFFAIRS, MUSIC & ENTERTAINMENT							06
07						CARNABY STREET CHRIS WILLIAMS 8:30am - 10:30am	AT YOUR SERVICE	07
08	MORNING SHOW - MARC TYLEY: 09:30am - 12 noon					SATURDAY SOCIAL SIMON & KIM QUINE 10:30am - 12:30pm	SUPERGOLD SUNDAY ANDY WINT 10am - 12 noon	08
09							10	
10	MANNIN LINE - ANDY WINT: 12 noon to 1pm PRODUCED BY BARRIE REDFERN					SATURDAY LIVE PAUL MORAN 12:30pm - 4:30pm (Including live IOM Sport)	PERSPECTIVE 12 noon - 1pm	10
11							11	
12	LATE LUNCH - CHRISTY & HOWARD: 1PM - 3PM GUESTS, TOPICS, MUSIC, COMMUNITY NEWS & ENTERTAINMENT					SATURDAY LIVE PAUL MORAN 12:30pm - 4:30pm (Including live IOM Sport)	TRIPLE GOLD PAUL CORKISH 1pm - 4pm	12
13							13	
14	AFTERNOON SHOW - ALEX BRINDLEY & CHRISTY DEHAVEN - 3pm - 5:30pm ENTERTAINMENT, COMPETITIONS, GUESTS - CHRISTY DEHAVEN CONTRIBUTING from 4pm					SPORT continues on AM1348 :5pm - 6pm	GULL AS GACCAN SIMON CLARKE PHIL GAWNE 4pm - 6pm	14
15							15	
16	UPDATE - ANDY WINT / PRODUCED BY NEWSROOM PRODUCER - Also available as DAILY PODCAST					SATURDAY LIVE LOUNGE CHRISTY DEHAVEN 5pm - 7pm (FM 5-6)	CLAARE NY GAEL	16
17							17	
18	AGENDA	COUNTRYSIDE / BUILDINGS	SPOTLIGHT	SHAIGHT LAA / TMG	FRIDAY SPORT	SATURDAY NIGHT PARTY KERRY GASCOYNE 7pm - 9pm JUMPIN' IN JAZZ	SUNDAY NIGHT CHILL OUT CHRIS PEARSON 7pm - 9pm	18
19	GREATEST HITS LIVE - CHRIS KINLEY: 6:30pm - 9pm						SATURDAY NIGHT LIVE MIKE REYNOLDS 10pm - 1am	SUNDOWN JUDITH LEY 9pm - 1am
20						20		
21	TIME FOR BRASS	THE FOLK SHOW	THE OPERA HOUR	LITTLE LIGHT MUSIC	SWEET 'N' SWING	SATURDAY NIGHT LIVE MIKE REYNOLDS 10pm - 1am	SUNDOWN JUDITH LEY 9pm - 1am	21
22	LATE SHOW - STU PETERS: 10pm - 1am 11pm - NEWS ROUNDUP - 5 mins							SATURDAY NIGHT LIVE MIKE REYNOLDS 10pm - 1am
23						23		
TIME	MON	TUE	WED	THUR	FRI	SAT	SUN	TIME
	NEWS, C/A, TOPICAL SPEECH AUDIENCE ENGAGEMENT	COMMUNITY & EVENTS	SPECIALIST PSB MANX, ARTS, CULTURE & MUSIC	SPORT				

The schedule also includes on average 150 News Bulletins per week.

The above schedule provides a categorised speech output to meet the levels required by licence as follows:

- News, Current Affairs, Tynwald*and Weather
- Sport and TT*

- Community and Events Programming**
- Specialist PSB including Religion

* Although Tynwald and the TT are primarily broadcast on our Alternative AM Network, considerable content is re-versioned for use on the FM network.

** Also includes Travel, What's On, Event promotion, Obituaries, Charity interviews, General interviews, Competitions, and Presenter links.

In keeping with audience demand and the changing nature of the media landscape, we continue to further invest in developing our specialist public service media provision via digital, non linear platforms. This significantly increases our speech and tailored niche content to the Isle of Man audience and audiences beyond our shores.

alternative programming

Manx Radio further augments its standard public service broadcasting via the traditional broadcast model utilising its AM1368 network to provide additional coverage which includes:

- Tynwald broadcasts, House of Keys Question Time & additional debates of national importance
- Manx Gaelic language programming
- Radio Caroline occasional broadcasts

Outside of the Covid pandemic in a "normal year", we would also provide additional programming to cover large scale community events such as TT, Festival of Motorcycling, \$100 racing, sports coverage etc.

We recognise that Manx Culture, Heritage and Language are key aspects of national identity as an island, something we endeavour to reflect in all our programming.

In terms of alternative language programming; every Monday & Friday at 5pm on AM1368 we broadcast Manx Gaelic programming in conjunction with the BBC. Monday's Traa Dy Liooar is hosted by Bob Carswell and is targeted at the accomplished and mature Manx speaker; Friday's Jamys Jeheiney is hosted by James Harrison and is specifically targeted at a younger audience who have become accomplished speakers.

These programmes play a key part in our strategic programming strands for Manx Gaelic / Cultural and Heritage coverage. Sunday's Gull as Gaccan at 4pm which we produce in conjunction with the Gaelic Broadcasting Committee is designed to be a multilingual 'welcome mat' to listeners who are interested in learning more about the Manx language, history and culture. It is entertaining and engaging in the style of a more commercial entertainment programme, but in turn doesn't intimidate new listeners. This has become a springboard (and in turn has increased listenership) to the other either multi-lingual or exclusively Manx Gaelic programmes; Clare Ny Gael (which follows Gull as Gaccan at 6pm on a Sunday), Shiaght Laa, Traa Dy Liooar and Jamys Jeheiney.

NB. The speech content broadcast on AM is in addition to the minimum quota required by licence.



digital media provision

The provision of digital content is a necessity for any public service media provider, and in terms of a national provider like Manx Radio it is an area we have been focussing on heavily in recent years. There are limited resources for existing essential services so there has been a focus on embracing new technology where available and working smarter to deliver content on a variety of platforms including the traditional broadcast network.

However in the last year or so we have altered our approach from simply ensuring that our content is available across as many platforms as possible, to specifically tailoring content to the delivery platform to target the demographic which is attracted to that platform, ensuring our content is produced in the style which that audience will engage with and assigning specific resources accordingly. This will become more intrinsic to our style of output as time progresses and will be especially obviously in our strategic approach to covering the General Election in Sept 2021.

We continue to increase the range and number of podcasts showcasing selected programmes and exclusive content which is permanently available and distributed via www.manxradio.com, iTunes Google Podcasts, Spotify, Radioplayer and in the last year being added to Tunein as well. This continues to complement our 'On Demand' service which highlights programmes from the previous seven days. These digital offerings can be consumed at a time to suit the audiences schedule and in a country of their choice.

As the Isle of Man's national public service media provider we feel it is important to continue to offer our studio facilities and broadcast platforms free of charge to local groups and organisations who wish to produce podcasts about their work and passions or groups wishing to produce locally written and performed audio dramas. These are proving popular with a good number of our current 62 podcast series being community productions, some of which have also received broadcast via our radio transmissions.

We have further embraced video content production on top of our existing 'radio vision' studio camera systems which record and can stream the live radio broadcasting. We have increased our focus on providing video coverage from events around the island as offering multi platform content including video is what is demanded by today's audience. Being able to provide this level of coverage on a high standard which is well researched and presented is what is expected from Manx Radio as the Island's national public service media organisation.

Social media remains a key tool in communication with our audience, however social media has also become the key driver globally in the dissemination of fake news, encouragement to accept opinion and rumour as fact and online trolling. It is within this environment where Manx Radio's traditional broadcast standards of remaining factual, impartial and balanced are needed more than ever. There is a responsibility upon Manx Radio to impart information and current affairs via digital platforms without fear or favour to allow audiences to make informed judgements based upon the confirmed facts. The station's social media presence on Facebook, Twitter and Instagram is still the primary means of two-way contact for a growing number of users and the station is committed to further development of these channels, whilst we continue to further explore new and emerging platforms as ways to engaging the modern audience.



The COVID pandemic & lockdowns

The 2020/2021 year has been defined by the global pandemic, the spread of Covid and on the Isle of Man the emergency measures and restrictions taken to protect the vulnerable, the health service, people's livelihoods and the ongoing challenges.

It is during such an anxious and worrying time that people turn to Manx Radio as the trusted source for news and information, and according to our audience engagement statistics they turned to Manx Radio in a very big way.

From a programming perspective a plan was enacted ahead of the first lockdown to ensure that the core, frontline output of Manx Radio was protected and maintained with two key objectives; to keep people fully informed and to keep people company to combat the loneliness and feelings of isolation which the lockdown would inevitably produce.

Internally we were unapologetically cautious, with home working, tight restrictions on staff and contractors' access to Broadcasting house, shielded remote work environments for vulnerable staff and strict hygiene protocols. Some programme strands were suspended to reflect the lack of activity in the community with resources focused elsewhere to maintain core output.

Our news output both on-air and online ensured that the audiences were able to access the latest information regarding the outbreaks and restrictions through a mixture of bulletins, interviews, online stories, references pages, materials and mobile phone notifications through our smartphone app.

Our general programming switched to an optimistic and uplifting tone to aid the audience's mental health during a worrying and possibly very lonely time during lockdown. New features were created to encourage different types of participation including exercise, homeschooling and human engagement and scheduling was altered to take into account how people were naturally listening for longer periods of time. These changes received extremely positive feedback from audiences during the lockdowns.

We initially streamed and broadcast live the first Government Covid media briefing and from thereafter suspended scheduled programming to ensure that all Government Media briefings were broadcast on radio, streamed online via our website, YouTube Channel and Facebook page and accompanied by a live blog with audio description and subsequently shared as a downloadable podcast for those who didn't listen live.

In recent years there has been great debate politically about the faith placed in the future of broadcasting via the internet. Whilst public service broadcasters globally have reiterated that access to Public Service Media broadcasts should be free and not require subscription services or data plans especially as this is crucial in times of national emergency, there has been a desire to allow private companies to invest in internet services and rely on their connectivity and resilience. During the Covid pandemic the resilience of internet based connectivity versus broadcast technology proved that having a separate broadcast network was more reliable and vital in ensuring that crucial public safety information could be relayed. During many of the Government Media Briefings there were numerous occasions where there were interruptions, loss of stream and issues with available bandwidth whereas our audio broadcasting was unaffected and carried all briefings without any glitches.

Despite the substantial levels of public investment being made in internet connectivity the difficulties experienced during the pandemic should be noted for any future crisis where communication is key and that a separate and robust broadcast network for the dissemination of crucial public information is vital.



news, current affairs and community programming

A Public Service Media provider like Manx Radio is, by definition, serving the public with a rich mix of high quality, relevant and engaging collection of content which reflects the Manx nation's culture, heritage, music and day to day back to itself across the multiple platforms which the public are choosing to engage with. We very much live in a time where our content production, agenda and delivery is driven by audience demand and no longer by the media provider.

Manx Radio's key USP is our commitment to an unrivalled, multiplatform approach to public service media production, cutting through spin and delivering trusted, fair, balanced, relevant, in depth, informative news and current affairs in a manner which no other Isle of Man based provider can or does offer.

Having re-invented our strategic approach to delivering news & current affairs in October 2019, we continue to tweak the style of delivery to further engage the audience's attention in more dynamic ways on air, driving the audience to the longer form, more in-depth, detailed and 'fact-checked' article or interview online, ensuring that in the world of fake news. Our multiplatform offering, by design, steers away from being sensationalist and instead focuses on accurately reflecting the issues and events that are important to the Manx public.

Each week we produce one hundred and twelve Isle of Man focussed bulletins for our radio service as follows:

- | | |
|---------------------------------|----|
| • Monday to Friday, 18 each day | 90 |
| • Saturday | 11 |
| • Sunday | 11 |

In addition, we supplement these local bulletins with international bulletins from Sky News at off-peak times, resulting in the broadcast of 150 bulletins each week.

One of the roles of a Public Service Media provider is to produce the resource heavy programming and content that reflects the community we serve that other producers do not provide as they are not commercially viable. These programmes are properly researched and produced, factual yet entertaining and engaging to the audience. On air we reflect this aspect of our role in our week-day Island Life series which encompasses all aspects of Isle of Man culture, history, heritage, arts and community life.

All the additional podcasting and non-linear offerings that have been introduced over recent years, alongside the website content and the evolution of Manx Radio from a radio station into its primary role of a Public Service Media Provider have being produced by existing staff and freelance producers. Sadly these programmes were suspended for a short time during lockdown due to the restrictions applied that prevented production, but were thankfully re-instated when lockdowns were lifted.

We were also able to produce another two episodes of our popular satire programme; 'IM1' which pokes fun at the station and produces a tongue in cheek look behind the scenes at the Nation's Station and our staff, in a voluntary capacity, produced two charity live specials of this to support local good causes.

Our dedicated community speech programming currently on average totals 13½ hours per week as follows:

- | | |
|-------------------------------|---------|
| • Agenda (Political Coverage) | 0.5 hrs |
|-------------------------------|---------|

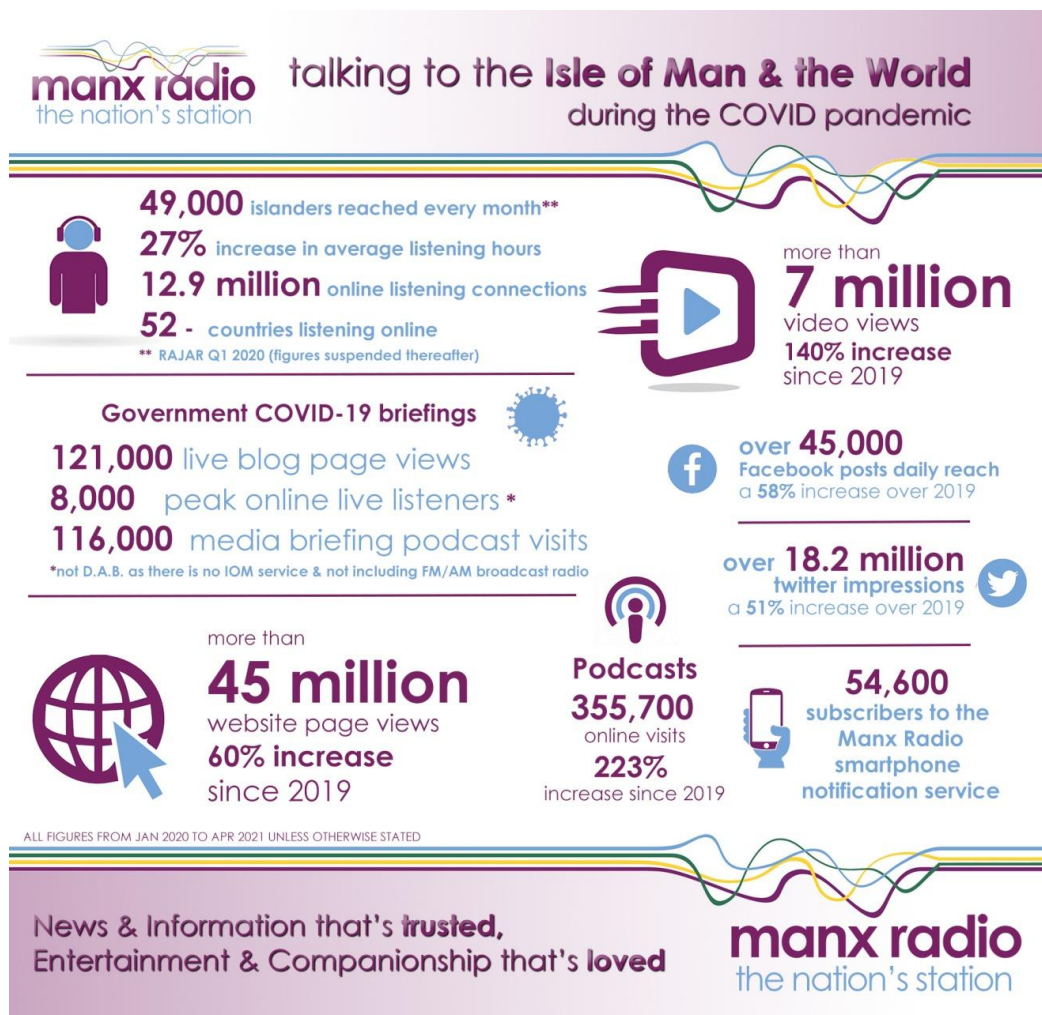


- Countryside 0.5 hrs
- Spotlight (arts, creativity & culture) 0.5 hrs
- Shaight Laa 0.5 hrs
- Sport 6.0 hrs (up to 6.5 hrs during football season)
- Manx Gaelic Broadcasting 5.0 hrs
- Isle of Man Religious Broadcasting 0.5 hrs

The continued drive to increase podcasts to satisfy the increase audience demand for content on this platform now sees it compliment our linear speech broadcasting with an average of 10-12 hours a week of speech podcasting content.

audience research

Due to Covid restrictions and the methodology involved, RAJAR suspended listener surveys at the beginning of the financial year and at time of writing have yet to re-start audience research. The station has withdrawn from RAJAR in the meantime for the foreseeable. However we have undertaken considerable research into audience engagement levels with our multiplatform offerings, especially during the pandemic. These figures show a huge audience and an exceptional level of engagement highlighting the value of a Public Service Media Provider, especially during a national crisis.



Audience Engagement Figures					
Research Period	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
Online Listening - Unique Connections	62,804	116,997	87,499	86,541	167,427
Total Online Connections				1,142,312	2,213,587
Website page views	6,993,302	11,091,359	6,671,851	7,159,367	12,823,524
Facebook Average daily reach	46,968	45,179	37,986	36,886	45,786
Twitter Impressions	3,600,000	4,300,000	2,700,000	3,100,000	4,500,000
Total Video Views	1,595,700	2,076,417	1,280,300	1,042,500	1,184,600
Video Minutes Viewed	1,805,700	4,784,000	1,018,100	1,095,000	2,386,000
Podcast Page Online Visits	54,590	114,731	55,933	43,642	86,866
On Demand Requests	22,913	50,144	17,131	14,910	19,403

4. Commitment to the commercial sector

Key highlights of the year

2020/21 proved to be a challenging year for Manx Radio as it did for other Island businesses that rely on advertising revenue. Businesses across many sectors experienced trading difficulties in some shape or form which resulted in many investing less on advertising and sponsorship than the year before. During 2020 /2021 we listened to our clients and what the market was telling us and as a result we overhauled our advertising offering across the board. We designed advertising solutions that allowed our clients increased flexibility.

As local businesses on Island had to adapt and reinvent their products and services, we did the same. We delivered a greater creative approach to match their marketing needs and due to the uncertainty which COVID 19 presented, we worked alongside our customers and adapted to the challenges that were being faced together.

General airtime sales & sponsorships

As previously mentioned, we revamped a number of the station's advertising opportunities to better fit with the requirements of our advertising partners. We developed a number of new features which helped our advertisers interact with their individual target markets by looking at the changes in the way in which radio was being consumed by our audience and by the impact working from home was having.

Listeners rely on radio to lift their mood, stay up to date with news and keep them company while they go about their work and as a result of more people working from home people had

the opportunity to listen in for longer giving advertisers access to an audience during the working day at times where they may have been unlikely to have been listening pre-pandemic.

We introduced new online features and competitions to reinforce our clients messages to promote their products and services across a truly multi platform media.

5. Engineering Services

i. Annual Transmission Statistics:

	Target	Actual
Percentage of continuous FM transmission across all sites	99%	100%
Carnane (97.2 MHz)		100%
Snaefell (89MHz)		100%
Jurby 103.7MHz)		100%
Ramsey (89.5MHz)		100%
Peel (89.5MHz)		100%
Percentage of continuous AM transmission	99%	100%
Percentage of continuous web access	99%	100%

ii. Transmission

Other than a number of periods of reduced power during planned maintenance on masts and towers, 100% transmission has been maintained throughout the year. However, considerable time has, again, been spend maintaining the aging AM service, including the planned second phase of maintenance and painting of the two 180' masts at Foxdale and an extensive in-house programme of amplifier refurbishment work on the 30-year-old primary AM transmitter.

Alongside maintenance of the legacy systems, Manx Radio continues to investigate opportunities to provide a DAB+ service for the Isle of Man, believing strongly in the potential benefits of terrestrial digital radio and as a natural replacement to the AM service.



iii. Covid-19

Covid-19 restrictions and precautions undoubtedly presented many challenges to maintaining quality public service broadcasting. However, in the absence of the usual schedule of outside broadcasts, much of Manx Radio's OB technology was able to be repurposed to facilitate remote working. Nevertheless, for those still required to work within the building, the cramped office space within the News and Programme areas does make social distancing precautions difficult.

iv. Broadcasting House

The ongoing programme of minor capital works has helped maintain the appearance and general working environment within Broadcasting House, but we remain conscious of the lack of facilities for those with physical impairment, problematic access to the building and our responsibilities under the Equality Act. While a column-3 figure remains in the Pink Book for the redevelopment of Broadcasting House we must be mindful of the current challenging economic climate and the redevelopment project remains on hold.

v. Engineering Commercial Services

Manx Radio's small but diversely-skilled engineering team continues to cover all areas of the Station's technical infrastructure including electrical and electronics systems, IT, networking and computer technologies, outside broadcasts, communications and RF transmission and antenna work. Once again, for 2019/20, key contracts were retained with Vodafone, for first line support of their fibre-optic telecoms systems and many customer sites on the Island, and with Arqiva supporting the BBC DAB and FM radio transmitters (Radios 1, 2, 3 & 4) at Carnane, Ramsey and Port St Mary in addition to the ten digital TV transmitters around the Island. Through its external services, the Engineering department continues to make a valuable financial contribution to Manx Radio commercial revenues.



6. **corporate** governance

The non-executive directors of the company in 2020/21 were:

Bill Mummery - Chairman
Charles Guard
Nicola Bowker - Chair of the Audit Committee
Chris Eaton

i. **audit** committee

The role of the Audit Committee is to assist the Board of Directors in fulfilling its oversight responsibilities. The company's relationship with its external auditors is a principal duty of the committee alongside the review of financial reporting, compliance with licence requirements and internal control processes.

ii. **remuneration** committee

The Appointments and Remuneration Committee which consists of the company chairman and three non-executive directors met six times in 2020 and once in the first quarter of 2021.

The chairman of the Audit Committee chairs the Appointments and Remuneration Committee. In addition to managing senior appointments the committee's role is to oversee the remuneration terms, which include pension rights and compensation schemes, of the senior management of Manx Radio. The company's Memorandum and Articles of Association require the remuneration of the directors, both executive and non-executive, to be approved by the shareholder in an EGM.



7. **the communications commission compliance** report (Now CURA)



MANX RADIO – STATEMENT OF COMPLIANCE

The Communications Commission has no reason to believe that, during the period under report, Manx Radio did not comply with the terms of the licence under the Broadcasting Act 1993 granted by the Commission to Radio Manx Limited.

On behalf of the Commission.

A handwritten signature in blue ink, which appears to read 'Ivan Kiely', is positioned below the text 'On behalf of the Commission.'

Ivan Kiely
Chief Executive Officer

24 May 2021



