



**manx radio**  
the nation's station



## Annual Report 2021/22



**manx radio**  
the nation's station

GD 2022/0066



# Radio Manx Limited

**Annual Report and Financial statements**

**for the year ended 31 March 2022**

## Chairman's statement

Manx Radio's commitment to Public Service Media continued as the Covid-19 pandemic recovery progresses.

News and information remained at the centre of our offering and, in what was, at times, a rapidly changing situation nationally and globally, Manx Radio staff worked tirelessly to ensure that the most up-to-date and accurate information was available on-air and via our digital platforms.

The government subvention was £1,078,722 for the year, which financed 48% of our income. The turnover from continuing operations in 2021/22 of £1,167,772 was £31,425 (2%) below that of 2020/21 (£1,199,197). As the only Shareholder of Manx Radio, The IOM Treasury sent a letter of support in reference to future funding, dated July 11<sup>th</sup>, 2022.

Operating expenses of £2,236,994 were £80,331 (4%) above the previous year. This was largely down to several of our Public Service Media outside broadcast commitments, which were cancelled due to Covid-19 in the previous twelve months, returning this year.

Under all the circumstances the resultant profit of £9,658 is I believe a creditable achievement particularly since Manx Radio did not seek nor receive any government financial Covid-19 support payments or furlough payments.

Our lunchtime audience interaction show 'Mannin Line' has continued to provide a national opportunity for all to air views and opinions and question the decision makers directly with regular live appearances by the Chief Minister, Ministers, MHK's, MLC's and business leaders. The show has been taken on the road many times over the past year including regular visits to all the Island's senior schools and one from Ramsey's Queen's Pier.

Mannin Line continues to be 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.

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 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.

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.

With the cancellation of TT 2021, we, once again, 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 are looking forward to the full return of TT in 2022 and look forward to helping the DfE provide timely and engaging content with the Radio TT service.

It was with great pleasure that Manx Radio brought the Red Arrows to the Island in August 2021. Despite the lack of TT, Manx Radio were instrumental together with a commercial partner IFGL and the Government 'Domestic Events Fund' in bringing the Red Arrows display to our Island. Manx Radio carried full commentary from Red 10 on Manx Radio FM, AM and digital. Even the weather played its part as the display took place under blues skies.

One of the biggest focuses for the team in the past year was the national election in September. The preparation work began months in advance with all departments of the station involved. Every single candidate was offered the opportunity of a recorded interview to talk about their ideas and policies as well as recording a short video piece for the “Two Minutes to Tell” feature. There were also “get to know your candidate” videos available called ‘Candid Candidate’ giving an insight into the person behind the campaign. These are still available online at <https://bit.ly/3O7doPX>.

We held several live outside broadcasts, hosted by Andy Wint in the election period, one in every constituency. We were very keen that these live question and answer sessions should be held in the constituencies themselves rather than at Broadcasting House or some other Douglas location. This presented its own complications, and we learnt a great deal for future elections. Again, Covid-19 raised its head and we were unable to invite as many members of the community as we might have wished to each session.

Our special ‘Election 2021’ website contained all the audio and video we captured including a number of special constituency focussed videos in which Phil Gawne gave an overview of the area, its history and the local issues of concern, opportunities for growth and areas of pride.

On Election night itself, Manx Radio was the only media provider with reporters in every count, reporting live into a special eight-hour long special live radio and video show on-air and online. We had many guests from across the community join us, including former Chief Ministers and former politicians. We stayed on-air until the last result was declared in the early hours of Friday morning and then picked up with extended Breakfast Show coverage.

The other new area of which we are very proud, is our live commentary of all home matches (and some away games) for the inaugural season for FC IOM. Our Managing Director, Chris Sully, held a meeting with the club to ask if it would be possible and it was agreed that Manx Radio would carry full, live match commentary from all games held at The Bowl. Rob Pritchard and Tony Mephram stepped up to the pitch side microphones.

The coverage has proved extremely popular with the community and the team have received some fantastic feedback from both fans and club alike. As well as every home game, Rob & Tony also covered some away matches but, cost-aside, we are somewhat restricted in this due to the lack of facilities (cover and internet etc), at some of the clubs FC IOM faced. Congratulations to Chris Bass and his team on securing promotion in their first season and we very much hope to continue to work with the club and enhance our coverage.

As I write this in June 2022, we have just received notification that our news team have been nominated for three Commercial Radio Awards (formerly the IRN Awards) over in the UK. Sian Cowper has been nominated for ‘Newsreader of the Year (Stations under 1.5 million audience)’, the news team have received a nomination for their coverage of ‘Island on the verge of lockdown’ in the ‘Best News Story or Coverage’ section and Rob Pritchard has been nominated in the ‘Best Sports Coverage’ category for our ‘FC IOM The First Season’ coverage. We are very proud to have received three nominations in the awards which are usually dominated by giant UK media organisations such as Bauer and Global.

The Board decided to fund the purchase and installation of a defibrillator on the outside wall of Broadcasting House for use by any of the thousands of people enjoying Douglas Head each year. This unit is now registered on the IOM app too.

It is especially relevant and appropriate that I take this opportunity to place on record my appreciation and thanks for the extraordinary commitment, contribution and teamwork shown by the Manx Radio team during Covid 19. In such difficult times Manx Radio showed Public Service Media at its best.

**William D Mummery, Chairman**

28<sup>th</sup> July 2022

# **Directors' Report**

## **for the year ended 31 March 2022**

The directors have pleasure in presenting the annual report and the financial statements of Radio Manx Limited (the "company") for the year ended 31 March 2022, which are prepared in accordance with the provisions of the Isle of Man Companies Acts 1931 to 2004.

### **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 £9,658 (2021: profit £36,659) which has been transferred to reserves. The directors do not recommend the payment of a dividend (2021: £nil).

### **Directors**

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

C R Guard (Resigned 11/10/2021)  
D S Leeming  
W D Mummery  
C P Eaton  
C Sully  
N Bowker  
A Brindley (Appointed 28/4/2021)  
D Cretney (Appointed 28/2/2022)

### **Audit committee**

The Audit Committee comprises non-executive directors, namely Mrs N Bowker (Chairman), Mr D Cretney and Mr C P Eaton and meets not less than three times per year. The audit committee reports on its progress to the Board of Directors at each Board Meeting.

### **Auditors**

The term of office of the current auditors PricewaterhouseCoopers LLC, ends with the audit of these financial statements and a tender process will be used to appoint auditors in accordance with Section 12(2) of the Isle of Man Companies Act 1982 for the next five-year term commencing with the year ended 31<sup>st</sup> March 2023.

### **Secretary**

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

### **Registered office**

The company's registered office is Broadcasting House, Douglas Head, Douglas, Isle of Man.

### **By order of the Board**

**C Sully**  
**Director**

28<sup>th</sup> July 2022

## **Statement of Directors' responsibilities in respect of the annual report and 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**

28<sup>th</sup> July 2022

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

## Report on the audit of the financial statements

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### 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 2022 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

Manx Radio's financial statements comprise:

- the balance sheet as at 31 March 2022;
- the profit and loss account 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.

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### Material uncertainty relating to going concern

We draw your attention to note 2 to the financial statements which describes the company's ongoing reliance on an annual subvention received from Isle of Man Treasury. As stated in note 2 future funding is subject to approval by Tynwald in 2023 which indicates that a material uncertainty exists that may cast significant doubt on the Company's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

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### 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.



# Independent auditor's report to the member of Radio Manx Limited (continued)

## Report on the audit of the financial statements (continued)

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### 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.

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### 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.

# **Independent auditor's report to the member of Radio Manx Limited** (continued)

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## **Report on other legal and regulatory requirements**

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### **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**  
**Chartered Accountants**  
**Douglas, Isle of Man**  
**28<sup>th</sup> July 2022**

## Profit and loss account

for the year ended 31 March 2022

	Note	2022 £	2021 £
<b>Turnover - continuing operations</b>		1,167,772	1,199,197
Annual subvention	15	1,078,722	995,000
		2,246,494	2,194,197
Operating expenses		(2,236,994)	(2,156,663)
Interest payable and similar charges	3	(1,458)	(875)
Interest receivable		1,616	-
<b>Profit on ordinary activities before taxation</b>	5	9,658	36,659
Taxation	6	-	-
<b>Profit for the financial year</b>	13	9,658	36,659

The notes on pages 10 to 18 form an integral part of these financial statements.

## Balance sheet at 31 March 2022

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	7	1,506,188	1,512,728
		1,506,188	1,512,728
<b>Current assets</b>			
Debtors and prepayments	9	143,982	214,594
Cash at bank and in hand		327,643	130,339
		471,625	344,933
<b>Creditors:</b> amounts falling due within one year	10	(294,414)	(243,429)
<b>Net current assets</b>		<b>177,211</b>	101,504
<b>Total assets less current liabilities</b>		1,683,399	1,614,232
<b>Creditors:</b> amounts falling due after more than one year			
11	(		
222,410)			
	(		
162,901)			
<b>Net assets</b>		<b>1,460,989</b>	1,451,331
<b>Capital and reserves</b>			
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	(517,016)	(526,674)
Capital contribution reserve	13	436,387	436,387
<b>Equity shareholder's funds</b>	13	<b>1,460,989</b>	1,451,331

The financial statements on pages 8 to 18 were approved and authorised for issue by the board of directors on \_\_\_\_\_ 2022 and signed on its behalf by:

**W D Mummery**  
Director

**C Sully**  
Director

# Notes to the financial statements for the year ended 31 March 2022

## 1 Statement of compliance

The financial statements of Radio Manx Limited have been prepared in compliance with United Kingdom Accounting Standards, comprising Financial Reporting Standard 102, 'The Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland ("FRS 102") Section 1A' 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 Broadcasting House, Douglas Head Road, Douglas, Isle of Man.

## 2 Principal accounting policies

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

### Basis of accounting

The financial statements are prepared on a going concern basis and 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.

The Directors have reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future.

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. As the Company is reliant on future subvention payments, the Treasury, as shareholder, has confirmed that it has no current intention to reduce the level of subvention allocated in the budget, which is subject to the approval of Tynwald. The approval of subvention proceeding 31 March 2023 is due in February 2023 and is expected to be no less than the 31 March 2023 approved subvention of £1,090,000.

Whilst the Company has no reason to believe that any future subvention would be declined, the ultimate decision lies with Tynwald and is therefore outside the control of the company. As the directors are confident that approval will be obtained, the company continues to adopt the going concern basis in preparing the financial statements. However, the inherent timing over the future approval of future subvention, represents material uncertainty that may cast significant doubt on the company's ability to continue as a going concern. These financial statements do not contain any adjustment that would arise if the financial statements were not drawn up on a going concern basis.

### 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.

# Notes to the financial statements

## for the year ended 31 March 2022 (continued)

### 2 Principal accounting policies (continued)

#### Turnover

Turnover comprises invoiced advertising, production and studio hire charges, sponsored programmes, sales of merchandise and engineering projects.

Turnover is measured at the fair value of the consideration received or receivable and represents the amount receivable for goods supplied or services rendered, net of VAT. The company recognises revenue when a) the significant risks and rewards of ownership have been transferred to the buyer, b) the company retains no continuing involvement or control c) the amount of revenue can be measured reliably d) it is probable that future economic benefits will flow to the entity.

#### Tangible assets

Interests in land and buildings are stated at valuation. Land is not depreciated. Revaluations are made by an independent professionally qualified value 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 on other assets apart from land 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:

Computers and related equipment/software	10-50%
Motor vehicles	25%
Fixtures, fittings and plant	8-50%
Depreciation commences when the assets are ready to use.	

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.

The assets' residual values and useful lives are reviewed, and adjusted, as appropriate at the end of each reporting date. The effect of any change is accounted for prospectively.

#### Intangible assets and amortisation

The Company has capitalised internally generated intangible assets. The amounts capitalised include external costs incurred for software development and have been initially recognised at cost.

After initial recognition, measurement will be determined using the cost model, the asset will be measured at cost less any accumulated amortisation and any accumulated impairment losses. Amortisation will commence when the intangible asset is available for use, using the straight-line method.

The useful economic life of the asset is deemed to be 3 years. Review of this period and amortisation method will take place during the assets life.

#### 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.

# Notes to the financial statements

## for the year ended 31 March 2022 (continued)

### 2 Principal accounting policies (continued)

#### **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**

Cash and cash equivalents includes cash in hand. The cash at bank is readily available.

#### **Share capital**

Ordinary shares are classified as equity. Incremental costs directly attributable to the issue of new ordinary shares or options are shown in equity as a deduction, net of tax and proceeds.

#### **Foreign currency**

The companies functional and presentation currency is pound sterling.

#### **Financial instruments**

##### **i) Financial assets**

Basic financial assets, including trade and other Debtors 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.

# Notes to the financial statements

## for the year ended 31 March 2022 (continued)

### 3 Interest payable and similar charges

	2022 £	2021 £
Other interest payable and bank charges	1,458	875

### 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. The Directors have reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future.

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 2 and 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 2022 (continued)

### 4 Critical accounting judgements and estimation uncertainty (continued)

#### Impairment of intangible assets

The company considers whether intangible assets are impaired. Where an indication of impairment is identified the estimation of recoverable value requires estimation of the recoverable value of the cash generating units ('CGUs'). This requires estimation of the future cash flows from the CGUs and also selection of appropriate discount rates in order to calculate the net present value of those cash flows.

### 5 Profit on ordinary activities before taxation

	£	2022 2021 £
Profit on ordinary activities before taxation		
Is stated after charging:		
Depreciation	138,341	147,363
Auditor's remuneration	10,900	10,350
Non-executive directors' remuneration*	30,253	31,791
Pension costs	135,183	135,940

\* The Chairman received remuneration of £10,002 (2021: £9,903). The other non-executive directors received £6,633 each pro-rata (2021: £6,617 each) and the chairman of the audit committee received an additional £1,915 pro rata (2021: £1,847). 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 33 (2021 – 31).

### 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 2022 (continued)

### 7 Tangible assets

	Freehold land & buildings £	Computers & related equipment £	Fixtures fittings & plant £	Motor vehicles £	Total £
<b>At 1 April 2021</b>					
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)
<b>Net book value</b>	<b>1,150,000</b>	<b>2,393</b>	<b>358,569</b>	<b>1,766</b>	<b>1,512,728</b>
Opening net book value	1,150,000	2,393	358,569	1,766	1,512,728
Revaluation/additions	-	-	131,801	-	131,801
Disposals	-	-	-	-	-
Charge for the year	-	(2,393)	(134,481)	(1,467)	(138,341)
<b>Closing net book value</b>	<b>1,150,000</b>	<b>-</b>	<b>355,889</b>	<b>299</b>	<b>1,506,188</b>
<b>At 31 March 2022</b>					
Cost	1,150,000	111,758	1,555,841	85,340	2,902,939
Accumulated depreciation	-	(111,758)	(1,199,952)	(85,041)	(1,396,751)
<b>Net book value</b>	<b>1,150,000</b>	<b>-</b>	<b>355,889</b>	<b>299</b>	<b>1,506,188</b>

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. In March 2022 the Board of Directors consider this figure to still reflect the current valuation of the property.

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

# Notes to the financial statements

## for the year ended 31 March 2022 (continued)

### 8 Intangible assets

	£
<b>At 1 April 2021</b>	
Development cost	40,727
Accumulated amortisation	(40,727)
<b>Net book value</b>	-
Opening net book value	-
Charge for the year	-
<b>Closing net book value</b>	-
<b>At 31 March 2022</b>	
Cost	-
Accumulated amortisation	-
<b>Net book value</b>	-

### 9 Debtors and Prepayments

	2022 £	2021 £
Trade debtors	122,422	188,579
Other debtors and prepayments	21,560	26,015
	<b>143,982</b>	<b>214,594</b>

### 10 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	121,140	58,365
Other creditors and accruals	37,714	59,757
Deferred income	135,560	125,307
	<b>294,414</b>	<b>243,429</b>

Sundry creditors of £8,605 have been reclassified in 2022 from Deferred income to Trade Creditors. Accordingly, the comparative amount of £11,999 for 2021 has similarly been reclassified.

# Notes to the financial statements

## for the year ended 31 March 2022 (continued)

### 11 Creditors: amounts falling due after more than one year

	2022 £	2021 £
Deferred income – Minor Capital Works	222,410	162,901

### 12 Called-up share capital

	2022 £	2021 £
<b>Authorised</b>		
ordinary shares at £1 each	560,000	560,000
<b>Allotted, called up and fully paid</b>		
ordinary shares at £1 each	<b>559,002</b>	559,002

### 13 Reserves

	Capital contribution reserve £	Share premium £	Profit and loss account £	Revaluation reserve £
At 1 April 2020	436,387	297,000	(563,333)	685,616
Profit for the year	-	-	36,659	-
<b>At 31 March 2021</b>	<b>436,387</b>	<b>297,000</b>	<b>(526,674)</b>	<b>685,616</b>
At 1 April 2021	436,387	297,000	(526,674)	685,616
Revaluation in the year	-	-	-	-
Capital contributed in the year	-	-	-	-
Profit for the year	-	-	9,658	-
<b>At 31 March 2022</b>	<b>436,387</b>	<b>297,000</b>	<b>(517,016)</b>	<b>685,616</b>

## **Notes to the financial statements**

### **for the year ended 31 March 2022** (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 grant 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 2022 for the Public Service Broadcasting was £1,078,722 (2021: £995,000). £148,041 was received for minor capital works (2021: £149,965). The total level of funding received for the year ending 31 March 2022 including the annual subvention is £1,226,763 (2021: £1,144,965).

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 2022/23 which was approved by Tynwald in February 2022 confirmed the level of funding for the company for 2022/23 at £1,090,000. Funding for future years is subject to application to Treasury annually and subsequent approval by Tynwald.

#### **16 Related parties**

As stated above, amounts of £1,078,722 and £148,041 (2021: £995,000 and £149,965) in respect of annual subvention and minor capital works respectively has been paid by the Isle of Man Government. The cumulative balance of minor capital works is currently held as deferred income within notes 10 and 11 and released to the profit and loss account on a systematic basis over the expected useful life of the asset.

#### **17 Post Balance Sheet Events**

There have been no reportable events since 31<sup>st</sup> March 2022 requiring disclosure.

**radio manx** ltd

**annual report to** tynwald

**for the year ended 31 march 2022**

**from the directors of manx** radio

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## 1. Managing Director's report

As mentioned elsewhere in this report, news, information, expanded sport coverage and Podcasts have all been very much at the fore for us this year.

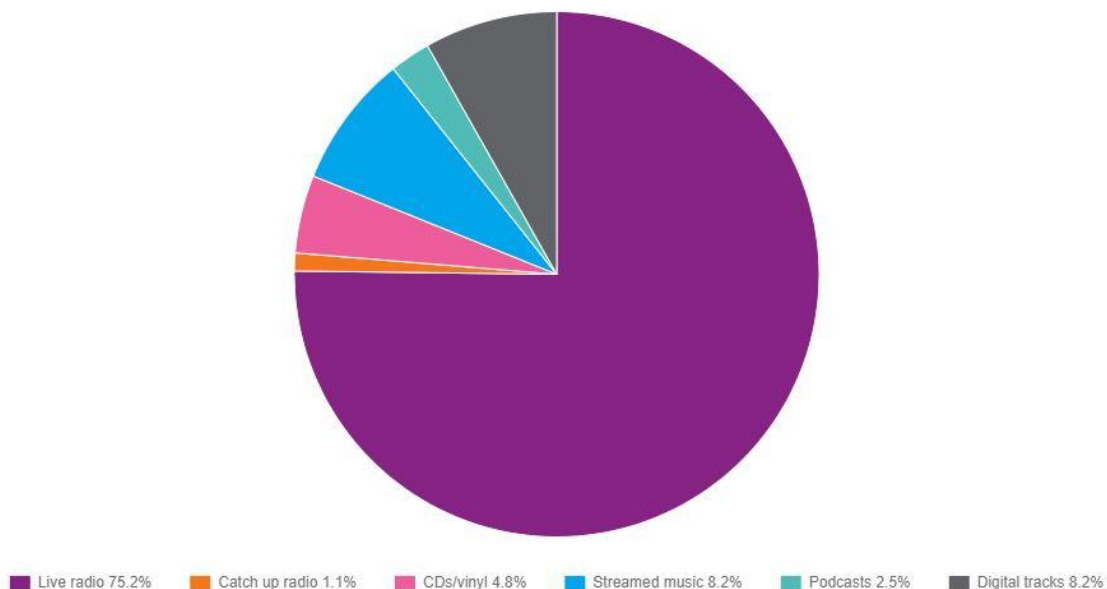
Podcast listening hours continue to grow as we increase the variety of choice offered, subjects covered and Podcast numbers. We've continued to work alongside a number of community groups to offer our facilities and training as well as the Manx Radio online platform to facilitate this. The vast majority 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.

Manx Radio, along with the BBC and the big broadcasting outfits over in the UK like Bauer and Global remain convinced 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 a decreasing number of people listening to the expensive to maintain AM service), DAB (Digital Audio Broadcasting) listening continues to grow significantly in the UK.

According to IPA Touchpoints research, 96% of adults in Great Britain listen to some form of audio entertainment for an average of 25.3 hours per week. The same IPA Touchpoints research showed how audio listening accounts for 18% of all time spent using media [Snapshots - Behavioural Planning \(uksnapshots.com\)](https://www.uksnapshots.com)

### Share of total weekly listening hours



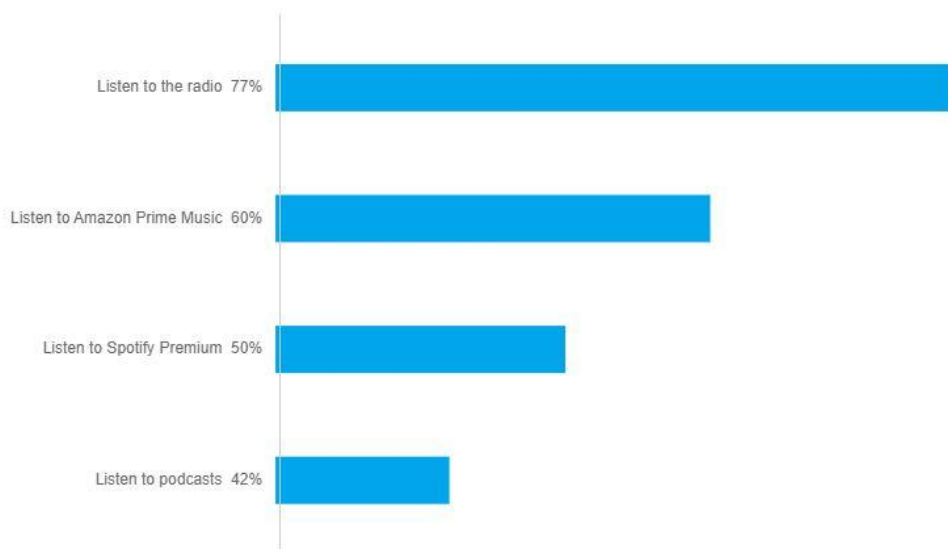


There is a danger that the Isle of Man community is being left behind as the rest of the British Isle moves to DAB. The BBC has switched off nearly all their local radio AM transmitters in favour of FM and DAB. The Channel Islands have their own DAB multiplex offering 26 different audio services via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

Therefore, it is still the intention of Manx Radio to move toward offering a DAB platform as a listening alternative on the Island.

Alternative digital listening via connected devices such as Alexa etc also continue to grow in popularity and we have noticed a significant increase in listeners tuning in to Manx Radio via such devices. Research by IPSOS/MORI into online listening via the most popular platform, Echo, shows that live, linear radio remains the most popular choice for those using the device.

## Radio is the most most widely accessed form of audio entertainment



Audio entertainment functions used on Echo (% of daily users)

The House of Keys General Election in September saw the entire team pull together to offer coverage before, during and after the main night. Alex talks more about this in his part of the report (below), but I just want to offer my thanks to all the team here, from news to engineering, programming and admin for pulling out all the stops to ensure that all candidates voices were heard, the community got an opportunity to air their views and concerns directly to the candidates and that we had a reporter at every single count on the night. Once again, Manx Radio was the only media outlet to offer this level of coverage and to carry all the results, as they were announced, live on the night.

It was fantastic to be able to bring the Red Arrows to the Island at the end of August along with financial help from our sponsor IFGL and the Government's 'Domestic Event Fund'. In the absence of a 2021 TT display by the team, I used some RAF internal contacts to secure a 'late booking' with only two months notice (you usually need to book the team by the end of the previous September). I'd like to say a huge thanks to the teams from the Police, Fire & Rescue, St John, MyProm, IoM Government, IFGL, Ronaldsway Airport, Rob Marshall (who co-ordinated all the CAA clearances etc) and the weather Gods for keeping the skies blue on the day!



We're very proud of our live match commentaries of all home matches for FC Isle Of Man through their debut season.

An initial conversation with the club to offer live commentary for those unable to attend or for people in the ground with an earpiece listening to enhance the game, lead to a trial which worked so well that it became a permanent fixture and also saw our commentary being used for the live stream video too.



The success of this venture is largely down to the absolute brilliance of reporter Rob Pritchard whose research before the game, connections with the team and quick thinking commentary has proved a great success. Throw in Tony 'Meps' Mepham's knowledge of the players and the game and we know we've a winning formula. We are striving to offer more away games but costs, logistics and the absence of wi-fi or somewhere to set the kit up at some opposition grounds over the way, are making this difficult. We will keep trying.

We look forward to Rob leading a team of reporters to the 2022 Commonwealth Games in Birmingham and have lots planned on that across Manx Radio.

Finally, I'd like to offer my thanks as ever to the brilliant team of hardworking staff and freelancers who make the magic happen at Manx Radio, day-in and day out.

**Chris Sully**  
**August 2022**



## 2 statement of programme policy

Terrestrial Linear Broadcasting - The Manx Radio FM schedule from 1<sup>st</sup> April 2021 was as follows:

TIME	MON	TUE	WED	THUR	FRI	SAT	SUN	TIME
00	SUNDOWN						SAT NIGHT LIVE	00
01								01
02								02
03				NIGHTRAX				03
04								04
05								05
06								06
07								07
08								08
09								09
10								10
11								11
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16								16
17								17
18								18
19								19
20								20
21								21
22								22
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 output 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 have further invested in a Manx Radio Digital channel to allow a third broadcast platform via the internet and smart phone apps to complement our terrestrial, free to receive, AM & FM streams. This increases our flexibility for programming and variety of choice offered to the Isle of Man audience and audiences beyond our shores, especially for specialist event and public service programming

### **digital** media provision & podcasting

The change in audience habits continues to develop at a seemingly greater speed, especially in the age of on demand and streaming services. Whilst our traditional linear radio service is still hugely popular, we continue to see major growth in the digital domain for content online and on demand.

Our website continues to see steady growth in engagement driven by the audience want for trustworthy and factual news and current affairs coverage. We have further developed our website as a vehicle for increased community and marketing presence over the past 12 months, driving audiences to promotions, entertainment features, podcasts and video content.

We have also utilised the platform to host mini-sites for specialist events coverage and information such as the General Election and Local Authority Elections backed up with a substantial social media presence, the populating of which with a rich amount of content was a significant undertaking.

Our podcast offering continues to grow with a total of 73 different series of podcasts available via manxradio.com. We had added additional platforms to the podcasting offering as well over the past 12 months, with our podcasts being now also being available via Google, Apple, Spotify, Facebook, Vurbyl, TuneIn, RadioPlayer, Amazon Music & Audible.

These podcasts are a wide mixture of Manx Radio produced original & additional content, exclusive content for podcast or external Isle of Man content hosted and produced as part of Manx Radio's Community Podcast programme. This programme engages content producers in the community and offers them studio facilities, basic training and podcast hosting via our platforms for no charge, with Manx Radio acting as a community content aggregator adding further value to the Island community for no additional cost, as part of the station's public service remit.

Our podcasting services continue to be so popular that we are evaluating a small restructure within our programming & content department to provide a dedicated Podcast Producer in the coming year to focus on ensuring we, both internally and externally, continue to develop, produce and promote more Manx produced content in this extremely popular format into the future.

Video continues to be an extremely important and powerful medium for a public service media organisation. In the last 12 months we have focussed more resources on producing not just our radio vision 'in studio' filming (which has been limited with Covid restrictions at times) but also the provision of more bespoke video on location covering events, community work, news stories and local arts and entertainment.



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, something that further intensified during the Covid pandemic. 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 and to not sensationalise. We are responsible with our targeted use of social media as sensationalist news can create an ill informed, online baying mob if content sharing is designed to bait opinion.

We continue to explore engagement on emerging social media platforms as time progresses including, in the last 12 months, an increased presence on LinkedIn.

#### **additional terrestrial programming**

Manx Radio augments its public service programme provision via the traditional broadcast model utilising its AM1368 network, FM special event frequency RSLs and recently created Manx Radio Digital platform to provide additional coverage which includes:

- Tynwald broadcasts, House of Keys Question Time & additional debates of national importance
- TT & Manx Grand Prix Race Coverage
- S100 Coverage
- New for 2021 – Live coverage of FCIOB Matches from the Bowl
- Manx Gaelic language programming
- Radio Caroline occasional broadcasts

Reflecting the Island's identity back to itself is a key aspect of the National Broadcaster we take very seriously and we are proud of our range of programmes that recognise the importance of Manx Heritage, Culture and Language.

In conjunction with the BBC we offer regular alternative language programming; every Monday & Friday at 5pm on AM1368 we broadcast entirely Manx Gaelic programming. Monday's Traa Dy Liooar is targeted at the accomplished and mature Manx speaker, Friday's Jamys Jeheiney is specifically targeted at a younger audience who have become accomplished speakers and features more local targeted music.

These programmes play a key part in our strategic programming strands for Manx Gaelic / Cultural and Heritage coverage. Sunday's Gull as Gacchan at 4pm, is designed to be a multilingual welcome to listeners who are interested in learning more about the Manx language, as well as the island's 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 to the other either multi-lingual or exclusively Manx Gaelic programmes; Clare Ny Gael, Shiaght Laa, Traa Dy Liooar and Jamys Jeheiney.

#### **The 2021 House of Keys General Election**

One of the biggest events of 2021 in terms of broadcasting and the Isle of Man community was the House of Keys General Election. Providing full multi-media coverage of the run up to polling



day is something the Island's sole public service plans for months in advance to ensure the electorate can make fully informed choices at the ballot box.

Since the last election in 2016 audience habits have changed dramatically and we considered it no longer acceptable to solely focus on audio broadcasting with a web presence for text information. We planned that the 2021 coverage had to be engaging in design and style to all ages and available on the widest array of platforms including radio broadcast, podcast, video documentaries and shorts, smartphone apps and social media.

Beth Espey was appointed our General Election Coverage Producer in February and spearheaded a wide array of content and coverage that would be showcased through a purpose built mini-site within manxradio.com.

All candidates were contacted as soon as possible following their declaration and offered the opportunity to be involved in our coverage. The coverage included:

- Online Constituency profiles and videos
- Online profile pages and manifestos for all candidates
- Series of election explainer podcasts; 'Chewing the Facts'
- 'Two Minutes to Tell Us' – Candidate introduction timed videos
- Live constituency Debates held in community environments around the island in all constituencies. Broadcast live on radio and streamed online as video.
- 'Strand Street Skeet' – On the street videos talking to young people out on the town about their political knowledge, why they don't vote and what are the issues that matter to them.
- 'Take a Seat' – Video series filmed at community events during the summer where we invited the public to take a seat and tell us about the issues that matter to them ahead of the election.
- Young Voters Make a Difference – Short video documentaries exploring how young voters can make a big difference in the Isle of Man.
- 'Access all Areas' – A video series exploring the accessibility of voting in the Isle of Man General Election focussing on all areas from hard of hearing to wheelchair access.
- 'Election 21 – The Big Issues' – A video series exploring what the big issues are, which the wannabe politicians will be campaigning about.
- 'Whose Job is it Anyway?' – A shorts video series explaining who is responsible for what in terms of whether it's an issue for your MHK or for your local commissioner / councillor.
- 'Key to Keys' – A short video series with former Chief Ministers and a President of Tynwald about what it takes to become a successful MHK.
- 'Points from You' – Video opinions recorded in the Island's schools finding out what first time voters feel are the issues that matter to them.
- Explainer Video series including What's My Role – talking to the President of Tynwald, the Deputy Returning Officer. What's the difference between Legco and Keys and what's the difference between Government and Parliament, how a Chief Minister is elected.
- 'Candid Candidate' videos asking three on the spot questions to the candidates about non political topics to show off their 'down to earth' side.
- An interactive online map linking to constituency pages and candidate profiles.
- A full results service for election night.
- An election archive featuring results information back to 1986.
- Full news and current affairs coverage on air throughout the election period, including interviews with all candidates featured on Manx Radio Breakfast, Mannin Line and Update programmes.
- Working with schools all over the island to produce an exit poll conducted by students across all constituencies which proved to be over 95% correct.
- An 8 hour live results programme on air and streamed as live video, with live reporters at every count around the island and a host of live studio guests including former chief ministers, business and community leaders along with members of the public and



campaigners for community change. Accompanied with a live rolling news coverage on air, online and on social media throughout the night and extended Breakfast coverage the next morning at Breakfast.

The new focus on multiplatform delivery took a huge amount of resource to produce across the station however it received exceptional engagement both digitally, but also with the



community, the public and the candidates and Government departments as well.

## Manx Radio Election Coverage The Numbers!

### On-air:

- **16** hours of individual candidate on-air interviews
- **12** x 1 hour live constituency debates from community settings
- Live Results programme – circa **23,000** online listeners (+podcast)
- Youth in Election Programme (+podcast)
- The Election in General Programme (+podcast)
- Exit Poll conducted by local students at every constituency that was 95.8% accurate.

### Podcast On-Demand Audio:

- Podcast Online Visits: **10,500**
- Total of **106** podcasts produced including:
  - o **64** x 20 minute individual candidate podcasts
  - o Chewing the Facts – An **11** part series with political pundits Phil Gawne & Alistair Ramsay
  - o **12** x Constituency Debates
  - o **12** x Debate Analysis Podcasts with Beth Espey & Phil Gawne
  - o Political Focus Group podcast exploring election issues
  - o Explanatory Podcast – What is the Pre-Election Period featuring Peter Boxer
  - o Representation in Tynwald Podcast with People of Colour IOM
  - o Youth In election Podcast (and half hour on-air programme)
  - o The Election in General Podcast (and half hour on-air programme)

### Online Video:

- Total Election related video views: **120,017**
- Number of video programmes produced: **129**
- **12** x 1 hour live constituency debates from community settings - fully transcribed
- **12** x “Candid Candidate” videos with all agreeable candidates
- **64** x “Two Mins to Tell us” Candidate videos
- Series of **25** videos exploring topics including;
  - o Key to Keys – What candidates should expect
  - o Whose Job is it? – Exploring the responsibilities of Local Authorities vs Govt.
  - o Points from You – Political views from Young People
  - o What's My Role – Exploring Political roles of figures in Parliament
  - o What's the Difference – Between Keys & Legco / Parliament & Government
  - o What are the Big Issues – Exploring Election issues



- Access all Areas – Exploring voting issues for the visually impaired, Hearing Impaired, Wheelchair users & those with learning disabilities.
- Young Voters Make a difference / Young Voters make a difference
- Take a Seat – Touring community events seeking political comment from the public
- Strand Street Skeet – Canvassing Political knowledge from young people on the street
- How likely are you to vote? – Exploring the previous voting IOM habits
- **12** x Constituency Profile videos
- Results programming –circa **15,000** online video viewers

**Website / Mini-site:** Total Election Mini-site Web page views: **262,428**

### **news, current affairs, sport and** community programming

Manx Radio prides itself on the value it provides to the nation in our commitment to serve the public with a rich mix of high quality, relevant and engaging collection of content which reflects the Manx nation's culture, heritage, community and music.

The cornerstone to Manx Radio's public service remit 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 media provider can or does offer.

The station further strives to be vibrant in its approach to delivering engaging content in fresh ways to ensure Isle of Man news and current affairs remains relevant and attracts 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, factual news can be trusted from Manx Radio. 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 and a substantial, in-depth online news offering online in the form of text, audio, links, pictures and video.

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.



We continue to refresh the offering to ensure that it doesn't become stale, with new programmes such as 'Bodywise' focussing on health and well being, medicine and the human condition being a popular new series produced in the last twelve months.

We have also begun working more closely with Manx National Heritage and Culture Vannin to produce programme utilising archive material; a recent series of 'Unlocking our Sound Heritage' with MNH being a fantastic example of what can be produced with the organisations working together.

Ahead of our 60<sup>th</sup> anniversary in 2024 we have undertaken a project to digitise our vast archive (which has been up until recently still in original form; tapes, reel to reel, CDs etc...) and none of it properly recorded. The project is proceeding very well and this has allowed us to utilise more of the archive in day to day programming and Island Life programming, showcasing some of the exceptional programmes that Manx Radio has produced in the past and allowing modern audiences to enjoy them once more.

A new endeavour this year has been our association with FC Isle of Man. Manx Radio has utilised our AM1368 frequency and Manx Radio Digital platform to provide live match coverage of all home games that FC IOM have taken part in, utilising our sports reporter Rob Pritchard and Tony Mephram. The service was not only exceptionally good, it proved extremely popular and something we are looking to continue into the future alongside the organisers.

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

• Agenda (Political Coverage)	0.5 hrs
• Countryside / Rotating Manx Series	0.5 hrs
• Spotlight (arts, creativity & culture)	0.5 hrs
• Shaight Laa / Rotating Manx Series	0.5 hrs
• Sport	6.0 hrs (9.5 hrs during football season / FC IOM)
• 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 complement our linear speech broadcasting with an average of 10-12 hours a week of speech podcasting content.

With Covid restrictions being lifted, we have once again focussed on performing outside broadcasts from within the community including Mannin Line from all island secondary schools, the Royal Manx Show, Queens Pier in Ramsey to mention a few.

To engage the younger children, we worked with the Department of Education to produce 'Small Talk' a daily competition on Manx Radio Breakfast which saw us visiting every primary school on the island to record pupils describing something or someone famous. These recordings were subsequently broadcast on the programme with listeners having to guess what they were talking about.

The competition was extremely popular and the children involved later came to tour Manx Radio studios as a treat and got to go on air live as well.

Throughout the year we have focussed on raising the visibility of Manx Radio within the community through a marketing strategy to engagement with listeners and the public generally. Included within this push has been the creation of the 'Manx Radio Touring Team' which has been visible at all major island events with staff and presenters engaging with the public in a variety of ways from family games and fun to surveys and interviews whilst proudly embracing the brand identity and purple colour scheme.



We will continue this drive into the future as we consider it vital that Manx Radio as a brand is seen as valuable, relevant to them and a part of their everyday lives

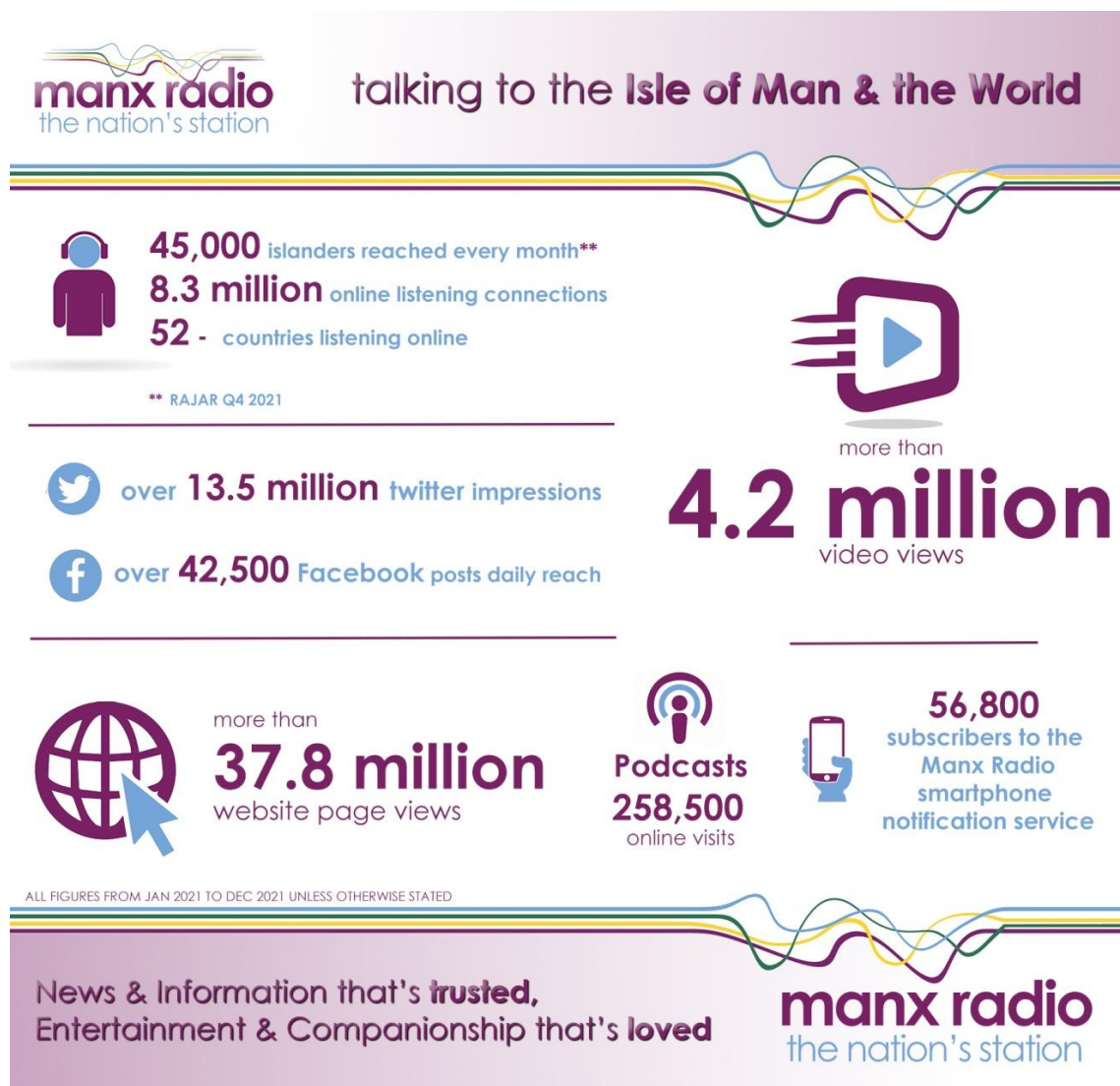
## audience research

Due to Covid restrictions and the methodology involved, RAJAR suspended listener surveys during the pandemic and results only began to return by the beginning of 2022.

Listenership is still extremely strong with current stats showing that on average 30% of the population listen to Manx Radio's traditional broadcasting for over 10 hours a week and we reach circa 45,000 islanders every month.

Our digital stats spiked during the pandemic, as did traditional listener engagement, when the public turned to their public service media provider for the latest information, Government news and videos and entertainment, companionship and reassurance during difficult times.

As expected that spike has reduced gradually as the island has return to 'normal' so whilst digital stats are still impressive and taking into account the pandemic, still rising; the high levels of digital media consumption will not be repeated outside of a major event such as the lockdown.



### Audience Engagement Figures

Research Period	Q2 2021	Q3 2021	Q4 2021	Q1 2022
<b>Online Listening - Unique Connections</b>	<b>183,253</b>	<b>99,816</b>	<b>100,336</b>	<b>101,039</b>
<b>Total Online Connections</b>	<b>3,318,746</b>	<b>1,164,346</b>	<b>1,032,939</b>	<b>1,157,371</b>
<b>Website page views</b>	<b>8,494,027</b>	<b>9,314,012</b>	<b>7,233,437</b>	<b>6,368,163</b>
<b>Facebook Average daily impressions</b>	<b>33,045</b>	<b>47,840</b>	<b>43,612</b>	<b>36,075</b>
<b>Twitter Impressions</b>	<b>3,300,000</b>	<b>3,500,000</b>	<b>2,200,000</b>	<b>1,800,000</b>
<b>Total Video Views</b>	<b>744,800</b>	<b>1,325,496</b>	<b>990,800</b>	<b>429,900</b>
Video Minutes Viewed	706,800	1,089,600	633,100	292,800
<b>Podcast Page Online Visits</b>	<b>52,237</b>	<b>72,754</b>	<b>46,565</b>	<b>42,679</b>
<b>On Demand Requests</b>	<b>14,716</b>	<b>19,312</b>	<b>17,796</b>	<b>17,410</b>

#### 4. Commitment to the commercial sector

We started the year in what was our third lockdown on island, all on island businesses were nervous in terms of what the future had in store, however all restrictions were lifted for non essential shops, hospitality and schools on the 19<sup>th</sup> April 2021.

Despite all the difficulties that the COVID lockdowns had brought to the island's businesses, the Manx Radio sales team had been adaptable throughout. The new solutions that we implemented enabled businesses to communicate across all of our media channels directly to their customers and as a result we went into the new trading year in a strong trading position.

As the border restrictions were slowly relaxed, we continued to offer flexibility and creative solutions to our clients in order to match their marketing requirements, which proved a huge success. We worked alongside our customers and adapted to the challenges that were being faced together.

##### General airtime sales & sponsorships

General airtime was steady throughout the year and the new sponsorship features we had introduced proved to be very popular. We continued to introduce new online features and competitions to reinforce and target our client's messages, to promote their products and services through our various channels. 'Our Supported By' packages proved extremely popular, as did our online products.

### Outside events

We attended a number of events across the year as Media partner such as the following:

- EV Expo
- Parish Walk
- Southern Show
- Port Erin Beach Festival
- Royal Show
- Food & Drink Festival
- Festival of Motoring.
- Nobles Fun Day
- Hidden Heroes awards
- Christmas Light Switch on

## 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. **Minor Capital Works**

Throughout the 2021-22 year, the minor capital works programme enabled further maintenance and remedial work to Manx Radio's ageing building as the Company strives to make the best of its facilities. The equipment and marketing store was improved and the watermain into the building replaced, along with a new fire alarm system and work to progress energy-efficient heat-pump heating with heat recovery ventilation across the studios. Meanwhile an ongoing programme to introduce energy efficient lighting continued.

There was also further investment in outside broadcast facilities, strengthening the technical infrastructure, particularly around video and mixed media production to support the growing social media delivery platforms. This was particularly valuable during the election coverage.

## iii. **Engineering Commercial Services**

Commercially the engineering team had another strong year retaining contracts to support all the Island's TV services, BBC FM and DAB platforms, along with Vodafone's on-Island infrastructure. The team continued to undertake work for the UK's Maritime Coastguard Agency, the RNLI and other Island broadcasters.

# 6. **corporate** governance

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

Bill Mummery - Chairman  
 Charles Guard (Resigned 11/10/2021)  
 Nicola Bowker - Chair of the Audit Committee  
 Chris Eaton  
 David Cretney (Appointed 28/02/2022)

## 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

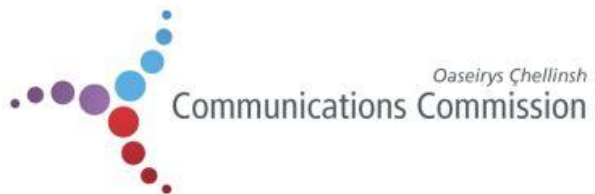


The Appointments and Remuneration Committee which consists of the company chairman and three non-executive directors met six times in 2021 and once in the first quarter of 2022.

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

19 July 2022

A solid black rectangular box used to redact a signature or stamp, located below the date.





