

# **WIRRAL CHRISTIAN MEDIA LIMITED**

Registered Charity number 1116164

## **TRUSTEES/DIRECTORS REPORT and STATEMENT OF FINANCIAL ACTIVITIES**

**PERIOD 1<sup>st</sup> APRIL 2024 to 31<sup>st</sup> MARCH 2025**

**TRUSTEES REPORT  
FOR THE PERIOD 1<sup>st</sup> APRIL 2024 TO 31<sup>st</sup> MARCH 2025**

**CHARITY INFORMATION**

**Contact address**

Wirral Christian Media Limited, 122 Mill Lane, Greasby, Wirral CH49 3AR

**Registered Office**

122 Mill Lane, Greasby, Wirral CH49 3AR

**During the period the Trustees were:**

N R Polden, A Hollinshead-Jones, D Higham, P McGrath, V Edwards

**During the period the Secretary was:**

David Higham

**Bankers**

HSBC, 99-101 Lord Street, Liverpool L2 6PG

**Objects**

The objects of the Trust are to advance the Christian Faith by means of promoting and undertaking Christian radio broadcasting in the Wirral and other parts of the United Kingdom.

**Principal Acts**

During the period, the registered company continued full-time community radio broadcasting as “Flame CCR” on DAB+ to Merseyside, and also web-cast via [www.flameradio.org](http://www.flameradio.org) and major internet portals, and linked to Facebook.

**Small Company provisions**

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the trustees on 19<sup>th</sup> January 2026 and signed on their behalf.

N R Polden ..... Director

## **REVIEW OF THE DEVELOPMENT, ACTIVITIES AND ACHIEVEMENTS.**

### **Major events in the year**

- Continuation of 24x7 local community radio broadcasting, as Flame CCR, plus web-casting worldwide.

### **Review**

Flame CCR maintained its office and studios at St Paul's Road Mission continued DAB+ community radio broadcasting covering all of Liverpool, most of Wirral and some areas beyond. These broadcasts were also webcast worldwide.

### **Significant achievements**

- Maintaining good contacts with people and churches within our coverage area. Many people approaching us for interviews and for broadcasting their music and personal stories.
- Maintaining Flame CCR (Christian & Community Radio) quality reliable 24x7 radio broadcast with limited recourse to audio back-up and extremely few losses of transmission. Digital radio (DAB+) broadcasting from Liverpool continued on the Liverpool DAB multiplex (C-DSP licence). Digital radio, gives 21<sup>st</sup> Century good sound quality.
- Maintaining 24x7 webcasting through the whole year. Note that webcasting gives 21<sup>st</sup> Century good sound quality. Maintaining a downloadable APP helps listeners access the webcasting with 4-G mobile phones and smart speakers.
- Maintaining a "home" studio for programme recording and remote broadcasting..
- Having a diversity of programme types, with interesting speech content, has been complimented by a significant number of people. We have over 60,000 mp3 music tracks in our computer-based music library and hymnal (plus 7,000 archived), with a wide variety of genres (Christian and secular). We also have over 4,800 hours of mp3 programmes for broadcast plus 2,000 hours archived. The remote control of playout, transfer of audio files remotely and remote investigation of technical problems are positive advantages.
- Invitations for Flame to participate in local events and for Flame personnel to give talks to local interest groups
- Having 150 hours of programmes (ones unique to Merseyside) available as podcasts.
- Maintaining website using WordPress giving information about Flame, a broadcasting schedule, access to simulcasting and to listen again, news and contact points, as well as a donations capability.
- Providing great enjoyment and sense of purpose and fulfillment to a set of volunteers. Feedback from listeners indicates that Flame is appreciated and the labour is worthwhile. Flame has brought together a wide variety of personalities who get on well together.
- Keeping financially afloat in a very difficult monetary climate with a dearth of grants and sidelining of religious activities.
- Using the new reception area ("green room") for discussion, rest area and manager's work area; adjacent to studios 1 and 2.

### **Key commitments – programming**

- 24 hour output comprised 85% music/speech content (target 70%) and 86% was Christian (target 80%).
- Speech output included national news (weekdays, networked) and local weather/traffic, daily devotionals, weekly sports focus, drama, Chat Room interview; also local heritage, Bible readings, Bible teaching and people's stories. Local events (church and community) are advertised and prayers about national & international events/disasters are added to the end of each news.
- An automated play-out system maintained logged programme output 24 hours per day and our programme schedule is detailed on our website. 27% of our broadcast programmes (excluding repeats) are original (produced by the Flame team) or live (target 29%). 90% of our total broadcast is produced by the Flame team, including repeats (target 50%). Most of our live programmes are recorded and polished for subsequent repeat broadcasts.

### **Key commitments - social gain**

*(a) the provision of sound broadcasting services to individuals who are otherwise under-served ... the station serves the Christian community on Wirral (and beyond) who welcome a family friendly and Christian voice in the airwaves.*

*(b) the facilitation of discussion and the expression of opinion ...* we broadcast programmes which provide discussion and we encourage free expression of opinion. We include local people's stories. A controversial Christian view is expressed on mainstream topics.

*(c) the provision of education or training to individuals not employed by the person providing the service ...* unemployed people are involved. Volunteers are welcome, both long and short term.

*(d) the better understanding of the particular community and the strengthening of the links within it ...* programmes feature people from local churches, we advertise local church and community events, and we are involved in local inter-church activities and co-ordination meetings.

### **Key commitments – access and participation**

Volunteers from the local community have the opportunity to participate in the operation of the station as presenters, administrators and managers. Some of our regular broadcasters are registered disabled, all ages of people are involved. Our website indicates ways in which volunteers (from the North West) can help us.

### **Key commitments – accountability to the target community**

Management reports are kept of programme output and internet listenership. Our website maintains an up-to-date broadcasting schedule and the state of our broadcasts. We encourage listeners and local church leaders/key church members to give feedback on our programmes. People bumped into make positive comment with no complaints. Our facebook page also details our programmes.

**Volunteer inputs** ... 20 volunteers, 220 hours/week total (over 20 hours/week each from 3 key volunteers). In the year we have brought 1 new broadcaster to air and 20 guests have been interviewed. Our studio premises are rent-free (St Paul's Road Mission Church). Our website is maintained, along with e-mail capability and web hosting by Charterhost at cost, as voluntary support. Our accounts were prepared by the Station Manager.

Note that Ofcom requires a statement of the year's volunteer time calculated on the basis of Ofcom rates, this comes to £166,778 (comprising £105,087 for 4 managers and £61,691 for 16 volunteers). This is not included in the accounts. Volunteers are not paid.

### **Significant difficulties**

- Raising financial support in a deprived local area. Few grant opportunities are open to us.
- Limited to voluntary effort because of financial constraints. Difficulty in finding skilled people from the younger generation with the time to volunteer.
- We need more volunteers to build liaison links with churches and organizations that are now within our vastly increased broadcasting area.
- However DAB+ is giving good quality reliable broadcasting, and is a great improvement on our previous Medium Wave (Hence, after a long wait, the DAB+ licence approval for Merseyside in 2023 was very welcome). DAB+ is proving to give good coverage of Merseyside and far better reliability and sound quality- hence making Flame CCR much more viable for listeners.

### **Audience research**

- not formally done but simple informal contact with friendly listeners and supporters is encouraging.. We also have over 800 followers on facebook and 500 on twitter.
- Web-casting stayed around 8,000 hours gross per month from 500 IP addresses with over 2/3 being in UK. Peak IP addresses = 24. Note that determination of the number of listeners compared to IP addresses is imprecise due to the way service providers use the internet. However the number of listening hours is a reasonable indication.
- 2,700 accesses/year (1,100 hours) to our podcasts (LISTEN AGAIN)

**Financial support** ... 80% of our income came as subscriptions and donations from individuals and churches (including gift aid), and some came from grants. Gifts "in kind" (materials) have been grossed up and included in our income. The studio was rent-free (gift in kind of £4,000, not included in the accounts). Our policy is that volunteers are not remunerated (expenses only being paid). Volunteer time (not included in accounts) of £167,000 is calculated on the basis of Ofcom standard rates for volunteer hours (time spent in the studio and also at home).

### **Stock.**

- Music library comprising music tracks, some purchased, mostly gifts
- Programme library comprising radio programmes, some created locally and some imported free of charge..

### **Creditors.**

We only have internal debts. These are

- Director's Loans (interest of £1,318 waived on these loans)
  - Norman Polden long term radio set up loan since 2001 .
  - Norman Polden "short-term top-up" loan to meet cash flow crises.
- Note that St Paul's Road Mission has waived the deferred heat and light costs (since 2009). Wirral Christian Media now pays for its share of gas & electricity.

**Expenditure corresponded to £5 per hour broadcast.** We broadcast in a needy area and keep our total expenditure to a minimum.

### **Plans for the future (2025/2026)**

- *Encourage download and use of the APP to increase the number of internet listeners and listening hours*
- *Support local service provider Liverpool DAB who are licensed by Ofcom.*
- *Encourage listeners outside of DAB coverage to use internet.*
- *Build our support base in the local area (going slow, need more)*
- *Continue use of social networking to increase awareness*
- *Build a stronger management team.*
- *Continue to improve our technical equipment*

The charity's future is dependent on our supporters, our team and the existing trustee loan. We believe that the above actions will build the team and, in time, increase our support.

## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

I report on the annual accounts of the Charity for the year ended 31<sup>st</sup> March 2025

### **Respective responsibilities of trustees and examiner.**

As the charity's trustees you are responsible for the preparation of accounts; you consider that the audit requirement under of 43(2) of the Charities Act 1993 (the Act) does not apply. It is my responsibility to state, on the basis of procedures specified in the General Directions given by the Charity Commissioners under section 43(7)(b) of the Act, whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity trustees and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

### **Independent Examiner's statement**

In connection with my examination, no matter has come to my attention:

1. which gives me material cause to believe that in any material respect the requirements
  - to keep accounting records in accordance with section 41 of the Act; and
  - to prepare accounts which accord with the accounting requirements of the Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

The accounts have been drawn up as a going concern, although the charity has net assets it is trading at a loss and is dependent on the continued support of the creditors long term. The major creditors understand that these liabilities are due to premises and transmitter set up and the charity will trade out of this deficit.

3. Further to review and interpretation of the Financial Statements, I am satisfied that the financial statements are free from any material misstatement and that they represent a true and fair view of the accounts for the previous period and furthermore I am satisfied that any queries which were identified during my review have been fully resolved.

**Jeremy Mulvihill MBS, CPA, CIPFA, Dip IFRS**  
**Certified Public Accountant & Internal Auditor.**

**Date 19<sup>th</sup> January 2026**  
**c/o 122 Mill Lane, Greasby, Wirral CH49 3AR**

**Profit and Loss Account for the year ended 31 March 2025**

	<b>2025 £</b>	<b>2024 £</b>
<b>Turnover (Income)</b>	<b>25,596</b>	28,305
Cost of sales	-5,795	-9,395
<b>Gross profit ( Income)</b>	<b>19,801</b>	18,910
Administrative Expenses	20,923	49,038
Other operating income	0	5,401
<b>Operating profit / loss</b>	<b>-1,123</b>	-24,727

## Balance Sheet as at 31 March 2025

	2025 £	2024 £
Fixed Assets		
Intangible assets (note 3)	44,831	41,587
Tangible assets (note 4)	8,039	15,388
	-----	-----
	52,870	56,975
Current Assets		
Cash and Bank and In Hand	17	18
Creditors		
Amounts falling due in one year (note 5)	0	-34,414
	-----	-----
Net current liabilities	17	-34,396
	-----	-----
<b>Total assets less current liabilities</b>	<b>52,887</b>	<b>22,579</b>
Creditors		
Amounts falling after more than a year (note 6)	-68,773	-78,758
Provisions for liabilities	0	-2,924
	-----	-----
<b>Net current liabilities</b>	<b>15,886</b>	<b>-59,103</b>
Capital and Reserves		
Profit and Loss account	15,886	-59,103
	-----	-----
Shareholder's funds	15,886	-59,103

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

N R Polden ..... Director ..... Approved by the board on 19<sup>th</sup> January 2026



## Statement of Changes in Equity

	Share Capital	Share Premium	Revaluation Reserve	Profit & Loss account	Total £
Equity at 1st April 2023	0	0	0	-31,452	-31,452
Loss for the financial year	0	0	0	-27,651	-27,651
Loss on revaluation of assets	0	0	0	0	0
Other comprehensive income for the year	0	0	0	0	0
	'-----	'-----	'-----	'-----	'-----
Total comprehensive income for the year	0	0	0	-27,651	-27,651
	'-----	'-----	'-----	'-----	'-----
At 31st March 2024	0	0	0	-59,103	-59,103
At 1st April 2024	0	0	0	-59,103	-59,103
Profit / Loss for the financial year	0	0	0	-1,123	-1,123
	'-----	'-----	'-----	'-----	'-----
At 31st March 2025	0	0	0	-60,226	-60,226

## NOTES TO THE ACCOUNTS

### 1. Accounting policies

**Basis of preparation ...** The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

**Turnover ...** Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

**Intangible fixed assets ...** Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

**Tangible fixed assets ...** Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Freehold buildings	over 50 years
Leasehold land and buildings	over the lease term
Plant and machinery	over 5 years
Fixtures, fittings, tools and equipment	over 5 years

**Creditors ...** Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

**Taxation ...** The company is a charitable organisation and as such is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

**Provisions ...** Provisions (i.e. liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

### 2. Employees

Average number of persons employed by the company	0 (2025)	0 (2024)
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Note that Ofcom requires a statement of the year's volunteer time calculated on the basis of Ofcom rates, this comes to £167,000 (comprising £105,000 for 4 managers and £62,000 for 16 volunteers). This is not included in the accounts. Volunteers are not paid.

### 3. Intangible fixed assets (Stock)

Recorded music and produced programmes (in audio form) are prepared by team members and are put into "stock" (valued at 83p/minute) and depreciated as "intangible fixed assets". Music gifts (as mp3s for example) are also put into "stock" (valued at 48p/track) and depreciated as "intangible fixed assets".

Equipment and sundry items provided as gifts are also put into “assets” and depreciated as “intangible fixed assets”. This stock is being written off in equal instalments over its estimated life of 5 years. Stock is assessed yearly and out of date stock removed.

<b>Cost</b>	<b>£</b>	<b>£</b>
at 1st April 2024	427,004	
stock additions - programmes created & gifts	11,357	
stock additions - music gifts	204	
	-----	
at 31st March 2025	438,565	
<b>Amortisation</b>		
at 1st April 2024	364,172	
provided during year	8,317	
	-----	-----
at 31st March 2025	372,489	66,076
<b>Net book value at 31st March 2025</b>		44,831
Net book value at 31st March 2024		41,587

The stock (media and programme library) is being written off in equal instalments over its estimated life of 5 years.

#### 4. Tangible fixed assets

Buildings, media and equipment

<b>Cost</b>	<b>£</b>	<b>£</b>
at 1st April 2024	64,346	
Additions	2,514	
Equipment revaluation (value = £2,981 on 31 March 2025)	-2,834	
	-----	
at 31st March 2025	64,026	
<b>Depreciation</b>		
at 1st April 2024	48,958	
Charge for the year	2,090	
	-----	
at 31st March 2025	51,048	
<b>Net book value at 31st March 2025</b>		8,039
Note : reduced by equipment revaluation on 31st March		
Net book value at 31st March 2024		15,388

#### 5. Creditors : amounts falling due within one year

	<b>2025 £</b>	<b>2024 £</b>
St Paul's Road Mission (deferred gas & electricity)	0	34,414

Note ... Wirral Christian Media has started to pay for gas & electricity and St Paul's Road Mission has agreed to waive this deferred amount.

**6. Creditors : amounts falling due after one year**

	<b>2025 £</b>	<b>2024 £</b>
Director loan – Norman Polden, long term radio set up loan	50,593	50,593
Director loan – Norman Polden, short term loan	18,180	18,178
Accounts adjustment	0	9,987
	-----	-----
	68,773	78,758

**7. Revaluation reserve**

	<b>2025 £</b>	<b>2024 £</b>
At start of year	0	0
Gain (loss) on revaluation of programmes	0	0
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At end of year	0	0

**DETAILED PROFIT AND LOSS ACCOUNT**

*This schedule does not form part of the statutory accounts*

**2025**

**2024**

**Sales (Income)**

Advertising and Sponsorship	10	0	
Subscriptions (monthly and single) (individuals and organisations)	9,372	9,593	
Donations	7,100	10,674	
Broadcast Access Fees	2,015	1,550	
Grants	3,136	3,000	
Gift Aid	3,962	3,488	
Fundraise, events, merchandise	1	0	
<b>TOTAL INCOME</b>	<b>25,596</b>		<b>28,305</b>

**Cost of sales**

DAB Liverpool	1,650	1,650	
Internet webcasting	0	851	
Podcasting via website	530	317	
Media in year	833	470	
Equipment sundries	641	556	
Equipment hire	740	2,160	
Software	456	97	
System support	945	3,295	
	<b>5,795</b>		<b>9,396</b>

**Team**

Team expenses	2,512	5,254	
Travel and subsistence (management)	537	2,627	
Donations to others	126	0	
	<b>3,175</b>		<b>7,881</b>

**Premises costs**

Rent (studio & antenna)	0	0	
Premises improvements (fixtures and fittings)	730	1,632	
Antenna electricity	405	1,465	
Studio electricity & gas	2,083	3,211	
Remote studios electricity and heat	1,760		
	<b>4,978</b>		<b>6,308</b>

**General administrative expenses**

Telephone and internet	3,141	1,711	
Bank charges	63	77	
Licences	3,232	4,150	
Insurances	1,229	1,343	
Subscriptions	75	105	
Repairs and maintenance	0	0	
Sundries	1,174	593	
	<b>8,914</b>		<b>7,979</b>

**Depreciation**

**2,090 3,847**

**Legal and professional costs - accountancy fees**

**1,200 1,200**

**Marketing**

**567 578**

**TOTAL EXPENDITURE 26,719 37,189**

Amortisation of intangibles	41,780	21,245
Other operating income	0	5,401