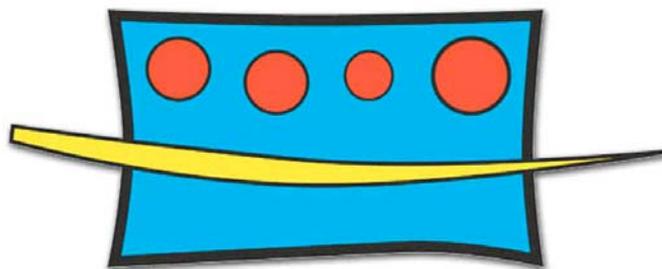


Hospital Radio Basingstoke

**HOSPITAL RADIO
BASINGSTOKE**



Channel 6 on PatientLine & 945 MW

Trustees' Report and Annual Review 2007

Registered Charity Number 272046

Trustees' Report

The Trustees of Hospital Radio Basingstoke are pleased to submit their report and accounts for the year 1st January to 31st December 2007.

Hospital Radio Basingstoke (also known as HRB) is a registered charity, governed by a constitution.

Charitable Objectives (as per constitution)

The objectives of the charity shall be to promote the welfare of the patients and staff living on the site of the North Hampshire Hospital in Basingstoke. This will be achieved by providing a local broadcasting service within the parameters agreed with the hospital management.

Organisation

HRB is run entirely by volunteers, who pay an annual membership subscription. It is governed by a constitution (last amended in November 2007) and managed by an Executive Committee (the Charity's Trustees) who are elected annually by the membership.

Related Organisations

HRB is a member of the Hospital Broadcasting Association, the national charity that supports and promotes hospital broadcasting in the UK. HRB's members have in the last twelve months attended regional meetings that are held every three months at various stations in the south of England.

Review of Activities

Programmes (by Neil Ogden, Programme Controller)

Throughout 2007, HRB provided programmes 24 hours a day, 7 days a week to the patients and staff of Basingstoke and North Hampshire hospital via the bedside entertainment system, PatientLine, and on 945AM within the main buildings of the hospital.

The station aims to provide live programmes every day, the focus of which is always on requests for patients and staff. Throughout most of 2007, between 25 and 30 hours of live programmes were produced each week and during the year, 3624 requests were played.

In the last part of 2007, we recruited a number of ward visiting members whose job it is to go around the wards and spend longer talking to patients and collecting requests. We feel this is the most effective form of publicity and will boost request numbers and overall listener numbers. This doesn't take away the requirement on all our presenters to do ward rounds themselves, but adds to the number of requests collected.

Also during 2007, we introduced a regular printed programme guide, which is handed out during ward rounds. This had an almost immediate effect of increasing our listener figures. Our average audience share in 2007 increased compared to the year before and on one occasion we achieved our highest audience share of any figures we have ever had.

Our aim for 2008 is to not only increase that number further but to continue to increase the amount of interactivity the station has with the patients on air. We know that other stations do these kinds of shows very successfully and have dramatically increased their audience as a result.

The G Floor Jukebox is probably our most listened to request show and it's not unusual for patients on G Floor to phone in, star on the air, or even come and see the station in person. In fact one patient in particular, Sophie, took part in several shows throughout the year and visited the studio on several occasions.

Our computer playout system allows us to record programmes in advance and broadcast them when live programmes are not possible. These shows are recorded in such a way that they sound "live" and we have continued to utilise this facility across the schedule throughout 2007.

As most HRB members are only available during the evenings and weekends, it is the day-time when the computer playout system proves its worth and we try and provide programmes that will appeal to our wide-ranging audience, from the children on G Floor, who get their own show every afternoon, to the older members of our audience who can enjoy music from further back.

Sounds of the 40s, The Fabulous Fifties, Club Classics, Smooth Jazz, Sound of Country, 80s Revival, Non Stop Nineties, Sounds of the Sixties and The Love Songs Hour are just some of the specialist music programmes that have been heard on HRB in the last 12 months.

There are also non-music programmes and items included in HRB's daytime programmes. The daily G Floor Jukebox now includes a children's story, and the afternoon show includes either a play or classic comedy.

HRB has never been afraid to try new ideas and following on from the success of "Postcard from France", we now have "Postcard from New Zealand" firmly established in our schedule every Sunday. The programme is presented by former member Andy McCormick from his home in Auckland, New Zealand.

In October, another member, Vernon Pearce, who now lives in Spain, started recording his weekly "postcard" and that show too is now a regular part of the schedule.

HRB continues to broadcast some programmes that are produced externally by other hospital radio presenters/stations. These are sometimes used to fill last-minute gaps in the schedule but do also have regular slots in the schedule. All are well-produced and serve our audience well.

One of these programmes that continued in its regular daily slot in 2007 was The A to Z of Pop presented by Richard Smith. This programme is syndicated to over 60 stations across the UK and has gained a total audience of around 100,000 people each week.

Another programme that has proved popular is a half-hour show called Elvis Uncharted, which plays 30 minutes of tracks by Elvis Presley that have never been in the UK charts or released as a single in the UK.

HRB got "out and about" at a variety of local events in 2007, producing outside broadcasts from events at Milestones Museum, Balloons Over Basingstoke and various events in Alton.

The quality of our programming was recognised at the National Hospital Radio Awards 2007. At the ceremony that was held in March, the station was one of the nominations for the prestigious "Station of the Year" category, making HRB one of the top 10 hospital radio stations in the UK for the fourth time in five years. The awards show was broadcast live on HRB from Northampton.

HRB Publicity Review By Anna Cheeseman (Public Relations Officer)

Primarily, the aims of this year, and the subsequent action points, encompassed the following 3 main areas:

1. Creating and maintaining a close relationship to the hospital itself, and its communications.
2. Raising our profile within the hospital, making ourselves aware to the patients, visitors and staff.
3. Encouraging new members, and maintaining our profile within the local area.

As the new Public Relations Officer, one of my first duties was to have a meeting and detailed discussion with the Communications Officer for the hospital – both to enable us to give them our press releases and information (for notice boards, and staff publications), as well as to receive the hospital's news and press releases for the local news, and for our own involvement in upcoming events.

This was extremely successful, and opened new opportunities for us – to put up our posters internally, to have the chance of publishing articles/press releases on the Intranet and within news letters, and to share local press contacts, and staff services, which may be of use to us. We are in regular contact, and now receive all hospital news, and vice versa.

Raising our profile in the hospital was achieved using the help of Gina Hanafin, the Communications Officer for the hospital. She gave us a display cabinet in the front of the hospital, which has been built up to detail who we are, how to find us, and successfully advertises the station to staff, patients and visitors.

Further publication posters were also put up around the hospital by Gina, which increases our exposure still. Also, we tested the idea of giving out request slips with the patient's menus, to give everybody the chance to request which song they would like to hear. This however proved to be unsuccessful, as they appeared to go astray within the large catering department. However, we now successfully use the request slips for the ward visitors to gather requests, as well as to hand out on the wards ourselves to patients. These, together with the professionally printed HRB magazine from last year, and Programme Guide leaflets, are regularly handed out and seen around the hospital, raising our profile and letting people know how to tune in.

Recently, we also invested in HRB mugs as prizes for giveaways and competitions. So far this has been successful, and they are an eye-catching, station-branded item to give out.

We aim for this upcoming year to further increase our profile in the local area, which will revolve around our station move. In November, we had a highly successful article released in the local paper, the Basingstoke Gazette, detailing our generous donation from the Mayor, and how we had used the money to buy an essential mixing desk for studio 1. More articles like this will follow, and the intentions will be three-fold – firstly to let our local supporters know how we are succeeding; secondly to attract the possibility of sponsorship; and thirdly this is very successful in

recruiting more members¹. From our original article, we took on many new station members and ward visitors, which benefited us greatly. I anticipate this will be even more successful in months to come, when we detail our move, what money and equipment is required, and thus encourage sponsors and potential members to get in touch.

Other methods of keeping our profile and cause within the public's interest include planned articles in local publications, as well as increasing our fundraising frequency, and varying these events. Hopefully this will enable us to give something back to the local area, whilst also benefiting from generous donations at the same time. For our upcoming tin rattling, the display boards have been re-designed and printed – taking us out of the 80s, and into 2008, with more modern, eye-catching posters to encourage people's interest². We have also been in contact with The Anvil³, and regularly talk about their upcoming events on air. In return, we are hoping to have access to interviews with forthcoming performers, which will create more interesting shows for patients to listen to.

Finally, to reduce our carbon footprint, I have introduced a recycling bin system to the studios. As an increasingly hot topic, I felt it was important that we maintain our charitable objectives in an overall sense.

To conclude, I have been very pleased with the progress of our public relations over the past year. I see the station move as an excellent opportunity to further improve this in the year to come, as well using it as a chance to organise exciting events with our new Fundraising Committee.

I do feel the public have been very generous in tin-rattle donations, and we will have a unique opportunity in the months to come to fundraise for our new home with new, exciting ideas – as well as eventually invite all our supporters to the new station itself – to get involved and see how we have grown, in both member numbers and in our successes.

¹ I created an advert to follow the article, advertising for new presenters/fundraisers/ward visitors, to gather requests. However, the article generated so many applications by itself, that it wasn't necessary to put the advert out!

² Our public perception is essential to vary our target audience. Our old posters, and indeed our studio, looks very dated and run down. Our diversity of ages and tastes is actually our strength, and how people perceive us positively from such images is vitally important for our success.

³ The Anvil is a local theatre and performance space, hosting a variety of shows – from comedy to dance, theatre to orchestral music.

Fundraising in 2007 by Marilyn Price (Chairman)

2007 has once again seen Hospital Radio Basingstoke (HRB) hard at work fundraising.

Our 'On Show' tin rattles at Sainsbury's Hatch Warren, Festival Place, Basingstoke town centre and at our own hospital, have brought us altogether £1658.89.

We helped out at the annual Alton Show in July by taking entrance fees, and in September, Scott Crozier, one of our members, provided PA assistance for the Lions annual summer fayre, rewarding us with a total of £450 from both associations.

We were extremely fortunate to be one of the former Mayor, Tony Jones' chosen charities, and were presented in May with £13,058.00. We were ecstatic!



Presentation of cheque for £13000 raised as a result of being one of the Mayor's charities 2006-07.
Councillor Tony Jones presents the cheque to Chairman Marilyn Price.

A small team headed by Dave Leonard produced a new HRB magazine and the advertising revenue provided us with a further £1945.40.

We tried, but sadly failed, to produce another Football Day - the main reason being that another tournament was being held in Basingstoke on the same day.

Undeterred by this, we continue to think of different ways of raising money to fund our station's needs and our ultimate move to a newer portacabin.

To provide prizes for worthy winners of our in-house competitions, we have purchased customised mugs to give out to staff and patients. These are proving very

popular. We have updated our 'look' too by purchasing new customised polo shirts and subsidising their cost to members.

We have many exciting fundraising events planned for 2008 - more tin rattling at Sainsbury's, the town centre and our own hospital. A team of members will be taking part in the Basingstoke Lions Swimathon and during Hospital Broadcasting Week, we are planning a 60-hour LIVE marathon broadcast.

We will also be at the Alton Show and providing PA for the Lions event in September once again.

Financial Performance (by Brian Starman, Treasurer)

I am pleased to report a healthy bank balance: a surplus of £14338.50 income over expenditure leaving us with a total of £24274.60 in the bank split between the current account (£312.51) and the deposit account (£23962.09).

Income

This has been a fantastic year from a fundraising point of view. The Mayor's charity helped increase our funds by £13058; we collected £1658.89 by way of 'On Show' activities and a tax rebate, by way of Gift Aid of £711.55 (that did include the Sponsored Cycle Ride of 2006).

Other activities like the Alton show and Lions event also helped. Because of the level of savings in our deposit account we earned interest of £446.81; a not-insignificant sum (although interest rates could be better!).

Expenditure

Our largest single item was the purchase of the telephone balancing unit at £1321.58 but we will bank a rebate of 131.01 against that item early in 2008.

There are regular annual expenses of about £1250 to include such things as Insurance (£675.20) and licences/subscriptions (£386.38 in total) which are unavoidable.

The Coming Year

We are going to be spending substantial sums in 2008 in replacing our dilapidated portakabin with a newer and much larger one. It will need fitting out and we will need another new mixing desk.

I anticipate the new unit (to include fitting it out with carpets desks etc) will cost about £32,000 and a new mixing desk just under £6000.

We have prepared a budget for 2008 and we will need to research all possible sources of grants, gifts (in cash or kind!), and we will need to be very active in connection with our usual fundraising activities. A sponsor for the year needs to be

encouraged to get involved!

Charity Trustees

| | |
|--------------------------|---|
| Chairman | Marilyn Price |
| Station Manager | Scott Crozier (Until September 2007) |
| Treasurer | Vernon Pearce, Brian Starman (elected March 2007) |
| Secretary | Neil Ogden (Acting), Becky Medhurst (elected March 2007) |
| Programme Controller | Neil Ogden |
| Public Relations Officer | Anna Cheeseman |
| Fundraising Officer | Andy Grayson (until September 2007), Position currently vacant. |

Charity Number

272046

Address

North Hampshire Hospital,
Aldermaston Road
Basingstoke
Hants
RG24 9NA

Bankers

Lloyds Bank PLC, Basingstoke

Accounts independently examined by:

Twissell Neilson & Co
Chartered Accountant
Belgravia House
Hartley Wintney
Hants
RG27 8NS

Signed on behalf of the Trustees



Marilyn Price
Chairman



Rebecca Medhurst
Secretary

HRB 2007 Accounts

HOSPITAL RADIO BASINGSTOKEReceipts and Payments Account for the year to 31 December 2007

| | <u>2007</u> | <u>2006</u> |
|-----------------------------------|----------------|---------------|
| <i>Receipts</i> | | |
| Membership Subscriptions | 460 | 465 |
| Shows | 1859 | 1161 |
| Mayor's Charity | 13058 | 6719 |
| Magazine | 1945 | 0 |
| T Shirts | 78 | 0 |
| Other Fundraising | 250 | 1079 |
| Miscellaneous | 26 | 0 |
| Gift Aid tax rebate | 711 | 0 |
| Bank interest | 444 | 182 |
| Total Receipts | £ <u>18831</u> | £ <u>9606</u> |
| <i>Payments</i> | | |
| Engineering & computer equipment | 2271 | 371 |
| Licences/subscriptions | 361 | 117 |
| New mixing desk | 0 | 5757 |
| Other equipment | 0 | 299 |
| Furniture & buildings maintenance | 540 | 0 |
| Insurance | 675 | 819 |
| T Shirts | 400 | 0 |
| Outside events | 14 | 113 |
| Sundry | 270 | 481 |
| Total Payments | £ <u>4531</u> | £ <u>7957</u> |
| Excess of Receipts over Payments | 14300 | 1649 |
| Balance at Bank 1 January 2007 | 9975 | 8326 |
| Balance at Bank 31 December 2007 | £ <u>24275</u> | £ <u>9975</u> |

Independent Examiner's Report on the AccountsReport to the trustees/members of HOSPITAL RADIO BASINGSTOKEOn accounts for the year ended 31 December 2007 Charity no 272046**Respective responsibilities of trustees and examiner**

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act), as amended by s.28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43 of the Act, as amended);
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act, as amended); and
- to state whether particular matters have come to my attention.

Basis of Independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity 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 the 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 accounts.

Independent examiner's statement

In the course of my examination, no matter has come to my attention

- (1) which gives me reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:
- proper accounting records are kept (in accordance with section 41 of the Act); and
 - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Act; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed Date

Name

Address

Signed on behalf of the Trustees

Marilyn Price
Chairman

Rebecca Medhurst
Secretary