



## Trustees Reports and Annual Review 2021

1<sup>st</sup> January to 31<sup>st</sup> December 2021

Registered charity number: 1272046

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## **1. OVERVIEW**

### **Trustees Report**

The name of the Charitable Incorporated Organisation ("the CIO") is Hospital Radio Basingstoke. The Trustees of Hospital Radio Basingstoke are pleased to submit their reports and accounts for the year 1<sup>st</sup> January to 31<sup>st</sup> December 2021.

### **Charitable Objectives (as per constitution)**

The objectives of the charity shall be to promote the relief of sickness, poor health and old age amongst people living in Basingstoke and the surrounding area by providing a local broadcasting service for hospitals, residential homes and similar institutions, and for patients receiving community care, and the advancement of health and prevention or relief of sickness for the public benefit through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health by (mainly, but not exclusively) the means of broadcasting health education messages to people living in Basingstoke and the surrounding area.

### **Organisation**

HRB is run entirely by volunteers, who pay an annual membership subscription. It is governed by a constitution and managed by an Executive Committee (the charity's trustees), which is elected annually by the membership.

### **Related Association**

HRB is a member of the Hospital Broadcasting Association (HBA, the national charity that supports and promotes hospital broadcasting in the UK.)

## 2. INTRODUCTION

### **Dave Leonard - Chairman**



Welcome to the Annual Report 2021 of Hospital Radio Basingstoke.

The past 12 months has continued to be a challenging period for everyone and at HRB we have faced numerous obstacles as we try to maintain a hospital radio service through Covid restrictions. We started the year under lockdown restrictions and again, we took the hard decision to stop live broadcasts from the studio to protect our membership from transferring the virus. Unfortunately, it was not until early April that we returned to live broadcasts, but managed to voice track request shows during the first quarter of the year.

For the vast majority of 2021, we have solely relied on the assistance of the nursing staff who have kindly collected requests on our behalf as all volunteers had been asked not to visit the wards. In the meantime, our members were asked to comply with the Trust's Covid health guidelines. This inability to collect requests and engage with patients and nursing staff by visiting the wards has undoubtedly resulted in fewer requests taken over the 12 months.

In July, HRB successfully changed its charity status to a CIO, (Charitable Incorporated Organisation) thus creating a new charity with a new constitution, transferring all assets across and then winding up the existing charity. A few weeks earlier, we received the exciting news that our application for a C-DSP licence to Ofcom to broadcast on DAB had been granted and we hope to start transmissions in late 2022.

Due to various reasons, many presenters left during the year depleting our ability to broadcast 2 live request shows during weekdays with fewer live shows at the weekend. Even once our current trainee presenters complete their respective training, this will still leave us with a shortfall of presenters and further recruitment will be necessary.

It is the 50th year of hospital radio broadcasting in Basingstoke and it would be fitting that the station marks this milestone by commencing broadcasts on DAB around the town. There is however, a significant amount of work still to be achieved before this is a reality.

A more detailed explanation can be found in each committee members' reports inside covering promotion, programming, training, fundraising and the station accounts.

I wish to thank the hard work and dedication of its members who devote their time and effort on a voluntary basis and all of our supporters within the Basingstoke and North Hampshire Hospital and outside who generously donate money to keep Hospital Radio Basingstoke on air 24 hours a day.



### 3. PROGRAMMES

#### Neil Ogden - Programme Controller

2021 continued with the same challenges that the station had encountered throughout much of the previous 12 months but it was still a busy year with lots going on.

In March we received recognition for everyone's hard work with the Bronze award in the Station of the Year category at the National Hospital Radio Awards. It was the second time in three years that we won this prestigious award and the third time overall.

- With 2021 starting in lockdown, the studio was once again closed which meant we were once again completely reliant on remote broadcasting, either live or with recorded shows. More of our volunteers than before felt they were able to try remote broadcasting though.
- The Sound of Sunday celebrated 30 years on the air in February and March with a series of highlights specials and a live 30th birthday show described as "wonderful" by one listener.
- The death of the Duke of Edinburgh in April tested our Major Story Procedure with programmes being changed accordingly. Thanks to IRN, we were also able to broadcast his funeral the following weekend.
- Live shows returned to the studio at the start of April but requests continued to be collected by phoning the wards, a process that's very hit and miss.
- Most days had live shows, but when cover was needed, a low overall number of volunteers meant that we struggled to fill shows.
- "The Community Hour" was trialled to promote local charities and non profit organisations, and events they were running. The show attracted interest via various Facebook groups. The initial run was for 4 monthly shows, but it needs more volunteers for it to return regularly in the future.
- Broadcast of the weekly service at St Michael's Church in Basingstoke continued as the hospital Chapel only offered limited access. The hospital Chaplaincy team have continued to promote it during their limited time around the wards.
- Events and campaigns run by the NHS and Hampshire Hospitals were promoted throughout the year including the Junior Doctor Awards in June.
- National Thank You Day on 4th July was marked by a special programme recorded for hospital and NHS staff and volunteers by HRH Prince of Wales.
- We only went to two outside events to record shows during the year. The Sound of Sunday Summer Show came from the Alton Lions Party in the Park in August and the Boxing Day edition of The Sound of Sunday was recorded at the Alton Classic Car Show in September.
- Residents Requests continued for much of the year, playing requests for the staff and residents at St Thomas Care Home in Basingstoke. A change of staff at the home led to contact being somewhat sporadic towards the end of the year but hopefully that will be restored in 2022.
- In 2021 we played fewer requests than in 2020 and about half the number of requests that we would expect to play in a normal year. Elvis was confirmed as the most requested artist of the year and all our request data contributed to the annual National Hospital Radio Request Chart compiled in early 2022.
- In 2021 we welcomed Alfie Macken, Ashton Kirby and Jon Perkin who all made their on air debuts in 2021 but said goodbye and thank you to Mark Adams and Jonathan Alden and also to Alfie and Ashton who both moved away and thus left after a short time with us.



## **4.FUNDRAISING**

### **April Haywood - Fundraising Officer**

At the beginning of 2021, the Covid-19 pandemic presented HRB with many challenges as restrictions were still in place. This impacted our planning and organisation for fundraising events and activities. Visiting restrictions were still in place at the hospital and we were unable to carry out 'On Show' tin collections in the hospital and supermarkets and this impacted opportunities not only to raise funds, but also build awareness of HRB. We decided to organise some key events towards the end of the year and these key events were:

#### **October - Fashion Show**

This was the second time that this was hosted at the Holiday Inn Basingstoke in collaboration with local independent women's fashion company Sola Mia, and raised we £1393.08 for this event. We were fortunate to secure 36 bottles of Prosecco sponsored by Bidfoods for the welcome drinks and a good selection of raffle prizes, which contributed towards the final total money raised.

#### **November - Quiz night**

We held a quiz night at The Portsmouth Arms, Hatch Warren and this was hosted by their General Manager, Richard Curtis who had achieved a success and recognition for his on-line quizzes during lock down. Tickets were sold at £5.00 per person and we raised £305.49, which was less than we had anticipated, as we had hoped to have raised at around £500.00.

#### **December - Tesco Tin rattle**

This took place on Sunday 12th December and proved to be very successful with the use of two 'Sumup' machines enabling us to take card payments along with cash we raised £581.44.

In addition to these events, it was important to source other means of funding and this included:

#### **Basingstoke and Deane Lottery Fund**

The lottery has 14 supporters and with this status we will raise £520.00 annually. At this stage we have raised £262.00 between August 2021 to February 2022. There is potential to raise more money with a target of 50 tickets sales and we can achieve this by increasing awareness and utilising the lottery's marketing tools and flyers and promoting this across all social media platforms.

#### **Other Adhoc funds**

Tin Collection - Ex Member's Tin collection from his Odiham Shop £6.90

**HRB Patient magazine** - We received £1,000 in July from Smile Magazine for advertising from the magazine.

#### **Funding applications**

We submitted two applications and unfortunately both were unsuccessful.

Ofcom Community Radio Fund 2021-22, this submitted in July for £4,000 towards our running costs.

National Lottery Fund, this submitted in August for £3,150 for a marketing project with costs associated to launching and promoting DAB within the hospital and local community.

## **4. TRAINING**

### **John McKay - Training Officer**



During 2021 the Covid-19 pandemic was still causing a reduced ability to train new members due to the lack of consistent live programmes where potential new presenters can shadow presenters and practice the practical side of training outside of the Training Studio. However, some Training did take place.

During 2021 four new members began their training sessions and 3 have completed the formal training modules but still require to complete practical familiarisation (shadowing in a live studio environment and the completion of a demonstration track “final audition”). These are all in process as we end this year and should complete in the coming weeks/months.

The fourth prospective member was unable to complete any training due the pressures of work and location preventing completion. There is a possibility that this potential member could return in the future.

It is becoming clear that the Station is badly in need of considerable numbers of new presenters to ensure we can meet our aim to broadcast live programmes every day of the week.

A new Training Officer will be taking full responsibility for all training from the beginning of the 2022 year when it is hoped that recruiting and training will fill all of the currently unfilled slots in our weekly Programmes.

## **6.PUBLICITY**

### **Position vacant - Public Relations Officer**

From January to March 2021, April Haywood held the post and Ashton Kirby was elected to take over in March. However, Ashton only remained in this role for a short period after leaving HRB in June and the role has since remained vacant for the remainder of the year.

Key actions were as follows:

#### **Marketing**

The patient brochure was renewed in March and we received a cheque for £1,000 in July.

Display posters for internal display at the hospital - discussions took place to update the outdated display in the display cupboard and around the hospital. but this remains outstanding.

Website - quotes were secured to update our current website, but any updates have been put on hold. Our application to the National Lottery to cover costs for the DAB marketing launch was unsuccessful.

#### **Interviews**

Ark Cancer Charity - April spoke with Mark Jones, Director of Fundraising and Communications. Mark talked about the successful fundraising over the past year where nearly £63,000 was raised despite the Covid-19 pandemic. Junior Doctor Awards (HHFT) - Ashton Kirby spoke to Junior Doctors Avneet Shahi and Amanda Stafford about the event and nominations.

#### **Press releases**

HRB featured in the Basingstoke Gazette following the fundraising Fashion show in October.

#### **Communications at HHFT**

We continue to have challenges with the Communications Team at the hospital. There is a complete lack of cooperation and response from the team. This is very frustrating and disruptive, as it does not enable us to build upon the relationship within the hospital and throughout the various departments, which is ultimately a key objective to allow us to build upon key stories and provide updates via our radio broadcast channel at HRB.

HHFT Volunteers week (1st - 4th June) - An overview of how HRB continued to broadcast during Covid-19 was sent to the volunteers team at HHFT, but without the support from the Communications team, we missed a key opportunity to have built upon this as a key feature to broadcast.

As HRB plans to move to DAB in the near future, there will more emphasis on the promoting of the service that we provide to the hospital and to reach a wider audience in Basingstoke and surrounding areas. We hope that with a major change in the support and collaboration that we currently have from the Communications team at HHFT, that there is a bright future for HRB.



## 5. FINANCE

### David Ravenhill - Treasurer



On 13 July 2021, Hospital Radio Basingstoke (HRB) became a charitable incorporated organisation (CIO) with the previous unincorporated charity being closed. At the time of closure, HRB was holding £17,391 of cash assets which were transferred to the CIO.

The financial results presented in the Trustees Reports and Annual Review 2021 therefore reflect the financial activity for the period from 13 July to 31 December 2021. There are no comparative financials as 2021 was in effect the first year of HRB operating as a CIO. The "Combined" annual view of expenditure and income is presented as a note for interest (see beside).

In 2020, COVID-19 had a significant impact on the financial resources of HRB with a net deficit of £1,185 given the inability to perform fundraising through On Air donations and cash tins placed with local retail organisations. This was further

compounded with very limited receipts through the Gift Aid small donations scheme given the low level of cash donations. Since July 2021, HRB has achieved a net surplus of £1,437 largely due to some fantastic fund-raising initiatives in the 2<sup>nd</sup> half of the year through the Quiz Night, Fashion Show and Tesco "Tin rattle". HRB has also joined the Basingstoke and Deane Community Lottery in 2021 which is expected to provide a regular income going forward and further raise the profile of HRB.

The £9,790 of National Lottery funds being held for the Studio refurbishment was returned to the National Lottery given this project was placed on hold and the time limit for retaining the monies had expired. This explains the net deficit of £8.352 on the Expenses and Income statement presented below. The overall expenditure remained broadly consistent with previous years with the only extraordinary item of note being the expenditure incurred in applying to OFCOM for the Small-Scale DAB license (this was incurred in the unincorporated charity pre-July 2021). The cash balances on 31 December totalled £9.039 (previously £17,254 on 31 December 2020 but this included £9,790 of funds being retained in respect of the National Lottery grant). So overall in 2021, the financial year has seen a strong result bouncing back from a COVID affected 2020.

NOTE: COMBINED VIEW OF EXPENDITURE & INCOME FOR 2021	ACTUAL	ACTUAL	ACTUAL
	1 Jan - 13 July '21 # 272046 £	14 July - 31 Dec '21 # 1191302 £	COMBINED £
<b>EXPENDITURE</b>			
Studio / computer equip	198.46	43.98	242.44
Air Conditioning	100.00	0.00	100.00
Building costs - alarms, fire extinguishers etc.	125.00	153.48	278.48
Licences / HBA subs	774.90	390.65	1,165.55
BT / Internet / Tablet Mobile	342.42	247.75	590.17
Furniture & buildings maintenance	19.96	0.00	19.96
Insurance	798.00	0.00	798.00
Website	25.18	127.20	152.38
Music	8.40	0.69	9.09
Stationary/sundries	36.45	30.92	67.37
Grant Funding return	0.00	9,790.00	9,790.00
<b>TOTAL EXPENSES</b>	<b>2,428.77</b>	<b>10,828.60</b>	<b>13,257.37</b>
<b>INCOME</b>			
Membership	490.00	12.00	502.00
Gift Aid	148.63	0.00	148.63
Commission from Amazon / Easy Fundraising	99.13	197.17	296.30
On Show/Collection tins in shops	0.00	581.44	581.44
Quiz Night	810.00	292.03	1,102.03
Fashion Show	0.00	1,393.08	1,393.08
Magazine	1,017.50	0.00	1,017.50
Bank interest	0.95	0.67	1.62
<b>TOTAL INCOME</b>	<b>2,566.21</b>	<b>2,476.39</b>	<b>5,042.60</b>
<b>Net of receipts / (payments)</b>	<b>137.44</b>	<b>(8,352.21)</b>	<b>(8,214.77)</b>
<b>Cash funds last year end</b>	<b>17,253.74</b>	<b>17,391.18</b>	<b>17,253.74</b>
<b>Total funds carried forward</b>	<b>17,391.18</b>	<b>9,038.97</b>	<b>9,038.97</b>

1. Expenses and Income for the period 1 January to 31 December 2021

	ACTUAL £
<b>EXPENDITURE</b>	
Studio / computer equip	43.98
Building costs - alarms, fire extinguishers etc.	153.48
Computer software	18.81
Publicity / Promotions	25.12
Licences / HBA subs	390.65
BT / Internet / Tablet Mobile	247.75
Website	127.20
Music	0.69
Stationary/sundries	30.92
Grant Funding return	9,790.00
<b>TOTAL EXPENDITURE</b>	<b>10,828.60</b>
<b>INCOME</b>	
Membership	12.00
Commission from Amazon / Easy Fundraising	197.17
On Show/Collection tins in shops	581.44
Quiz Night	292.03
Fashion Show	1,393.08
Bank interest	0.67
<b>TOTAL INCOME</b>	<b>2,476.39</b>
<b>Net payments</b>	<b>(8,352.21)</b>
<b>Cash funds transferred on 13 July 2021</b>	<b>17,391.18</b>
<b>Total funds carried forward</b>	<b>9,038.97</b>

CHAIRMAN: Dave Leonard.....

*Dave Leonard*

21.5.22

SECRETARY: Margot Konitzer.....

*Margot T. Konitzer*

## 7. CHARITY TRUSTEES

<b>CHAIRMAN</b>	<b>Dave Leonard</b>
<b>SECRETARY</b>	<b>Margot Konitzer</b>
<b>TREASURER</b>	<b>David Ravenhill</b>
<b>PROGRAMME CONTROLLER</b>	<b>Neil Ogden</b>
<b>FUNDRAISING OFFICER</b>	<b>April Haywood</b>
<b>PUBLIC RELATIONS OFFICER</b>	<b>Vacant</b>
<b>MEMBER WITHOUT PORTFOLIO</b>	<b>Elliot Moyle</b>
<b>STATION MANAGER</b>	<b>Vacant</b>

**ADDRESS:** Basingstoke and North Hampshire Hospital, Aldermaston Road, Basingstoke, RG24 9NA

**BANK:** Lloyds Bank PLC, Basingstoke

**CHARITY NUMBER: 1272046**