



## Trustees Reports and Annual Review 2022

1<sup>st</sup> January to 31<sup>st</sup> December 2022

CIO charity number: 1191302

## **TABLE OF CONTENTS**

- 1. Overview**
- 2. Introduction**
- 3. Programmes**
- 4. Fundraising**
- 5. Training**
- 6. Publicity**
- 7. Finance**
- 8. Expenses and Income year ending 31 December 2022**
- 9. Charity Trustees**

## **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 2022.

### **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 2022 of Hospital Radio Basingstoke.

The past 12 months have seen some welcome stability on the radio station after the past few years trying to operate with the cloud of Covid hanging over our lives and existence. Despite some periods of restriction, we managed to get back on the wards and reach our audience that resulted in us playing more requests than either 2020 or 2021.

After several years of members exiting the station for a variety of reasons, we managed to finish the year by surprisingly, not having one member leave and recruited four new members over this period. Unfortunately, recruiting dedicated volunteers is not an easy task and there were seven potential members who, for one reason or another, failed to complete our process.

I am pleased to report that financially, HRB's income exceeded its expenditure in 2022. This was primarily down to some excellent fundraising initiatives such as the Family Fun day at the Fox Inn in Oakley, a fashion show held at the Basingstoke Golf Club, a tin rattle at Tesco's in Chineham and an excellent quiz night at the Irish club.

There were low key celebrations as the milestone of 50 years of hospital radio broadcasting in Basingstoke was passed. On the 28th April, we had an afternoon and evening of special programmes including a documentary looking back over the past 50 years. That programme was repeated throughout the year.

UK DAB Networks launched the small-scale DAB multiplex in Basingstoke just before the cut off point set by Ofcom, on 30th November 2022. The company has dithered all year and there were points when it looked as though they would not achieve their objective. This left us very much in limbo and the radio station could not financially commit to new promotional materials, a new magazine and new on air jingles until the multiplex was operating. We are now aiming to start broadcasting on DAB in the Spring. It will be a learning curve over the next year, but I am confident that in the longer term the radio station will flourish and ultimately will provide a better service for our listeners.

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

2022 began as it had done for most of the last decade – with Richard Smith presenting his annual BIG Broadcast on HRB and over 50 hospital radio stations around the UK. On this occasion, the show had started at 6pm on New Year's Eve and it included the usual popular array of entertainment including special guests, participation from stations around the country and, most importantly, the opportunity for lots of listener participation, bringing hospital radio around the UK and Ireland together.

Christmas 2021 saw us start working with Cherry Blossom Manor in Bramley, with the residents choosing their favourite songs for us to play in a monthly request show and this continued throughout 2022.

In April, the station celebrated 50 years of hospital radio in Basingstoke. On the day itself we had an afternoon and evening of special programmes including a special documentary telling the story of the last 50 years. That programme got repeated throughout the year. We also added some moments from the archives to the website in both audio and video.

In June, we took part in the Platinum Jubilee with some special programmes including a special edition of Residents' Requests featuring the residents of Cherry Blossom Manor recalling their memories of The Queen and the Royal Family. This programme was played out over the Jubilee weekend, and some of the clips were used once again in September following the announcement of the death of Her Majesty.

As COVID restrictions eased, so we were gradually able to get back on the wards more and more. We played more requests than either 2020 or 2021 although we still had to work with extra restrictions at various times. Elvis Presley was the most requested artist for the 2nd time in 3 years and we passed more request milestones, reaching the 117,000th request in November.

In the summer we were able to get out and about to the Basingstoke Transport Festival. We also visited the Cherry Blossom Manor summer fete. The aim for 2023 is to get back out and about to many more local events especially those promoting health and well being.

We continued to promote health awareness campaigns and events during the year such as the Mental Health Minute and where possible interviewed hospital staff in relation to those campaigns e.g. Clinical Trials Week and Organ Donor Week. We also covered the Health Hero Awards.

The nominations for the National Hospital Radio Awards had been announced in February but it wasn't until August that we learned that one of our two shortlisted entries had won an award (I won Bronze in Best Male Presenter).

Christmas came around again with The Sound of Sunday Big Christmas Show launching the Christmas schedule with special guests, competitions and the Great Christmas Cracker Dash with 4 local care homes. There were lots of live shows throughout the festive schedule with requests and plenty of Christmas and festive specials rounding off another successful year for the station.



## 4. FUNDRAISING

### April Haywood - Fundraising Officer

Overall 2022 was a successful year for fundraising. We planned some key events for the second part of the year, which included the following events:

#### **Family fun day at The Fox Inn (Oakley) - July**

The event was successful and thanks to Scott for organising the event. We raised £1,588.00 net of costs, which was a great result. The evening event was sold out and the sales of raffle tickets and silent auction made a significant contribution to the final total raised.

#### **Supermarket Tin rattle - Tesco (Chineham)- August**

We raised £345.23. We were disappointed as it was almost 50% less than we have raised on previous occasions.

#### **Sherfield Village Fete - September**

As this was the first time that we had taken part in this event, we were unsure of how successful it would be. The golf challenge went well with two young children winning £5.00 each. The lucky dip didn't generate as much interest and had some impact on the funds. However, the event created awareness and we event managed to secure a photo with the Mayor. The outlay for the stall was only £15.00 the final profit was £52.43.

#### **Fashion Show at Basingstoke Golf Club with Sola Mia - October**

The event was a success, even though we raised less than our last fashion show, we still raised £812.00 after paying £40.00 for corkage. The ticket sales were very last minute and thanks go to Scott for his efforts with ticket sales as this helped us to reach our target to allow the event to take place. There was no room hire charge for the venue and the golf club team were very helpful and supportive.

#### **Quiz at The Irish Club - October**

This was a very successful night as we raised £595.00 and a large part of the success was due to Paul's efforts with putting together the quiz, being our Quiz master and his network of friends who he actively sold tickets to and therefore, made up a large majority of the teams!

Over 60 people attended with one group cancelling with a refund of £25.00. There was room for at least 20 more people and we hope to have more members and friends at the next event. The raffle generated £320.00 and also thanks to Paul's friends who donated additional raffle prizes. We paid out £50.00 to the Irish Club for the bar staff, which was less than originally agreed as there was only one bar staff member to pay.

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

This has greater potential to raise funds by growing our supporters and ticket sales. At the end of 2022 the status was: 19 tickets sold and 13 supporters, which has reduced from 20 tickets and 14 members and the approximate funds raised was £450.00.

Going forward into 2023, we will organise the key events quiz night and supermarket tin rattles as they generate good revenue. With the transition to DAB, we will explore opportunities for sponsorship, which will also create marketing opportunities.

## 5. TRAINING

### Elliot Moyle



I started to look after the training in March 2022 for Hospital Radio Basingstoke and some further positive progress was made, including a rewrite of the Induction material, as well as the Welcome Guide. I look forward to continuing to assist with training in 2023.

We had 4 new starters in 2022: Margot, Scott, Anna and Lena C

Margot and Scott were already part-way through their training when I took over. They both successfully completed their demos and first solo shows and have both now taken a slot on Monday evenings to broadcast a Music on Demand show.

Anna and Lena are the first 2 trainees to complete their full training with me.

Lena managed to complete all her training and presented her first solo show on the 8th December. Lena has now taken a Music on Demand slot on a Wednesday evening.

Anna finished 2022 in the process of completing her first Demo show and we will aim to finish her training in the early part of 2023. Anna has also expressed an interest in taking over the other vacant time slot on a Wednesday evening.

Further applications have been received in 2022, meaning more new starters expected in 2023 once interviews have been completed.

Mark P and Jon P both agreed to assist with maintenance of the AutoTrack database. Initial training has been given to both of them on adding new tracks and editing existing tracks on the database.

I plan to create an easy to use guide for both of these tasks to assist them both whilst they get used to the system and to assist with future training.

As the new schedule once we start broadcasting on SSDAB will rely more than ever on the ability to Voice Track shows, the aim is to have every presenter trained on how to Voice Track.

An initial list of all presenters who require the training has been created and training for those that require it will be arranged at the start of 2023

## **6.PUBLICITY**

### **Scott Rawlings - Public Relations Officer**



#### **Marketing**

Posters - Recruitment posters created and put up across various wards across the hospital.

Permanent Display boards – April has gathered pricing information for permanent boards to be placed around the hospital. Waiting on approval from the Communications Team at the hospital.

DAB – lots planned for DAB launch including:

Pre launch article with Gazette, post launch article with Observer, Facebook/ Twitter/ Instagram teaser ad campaign in weeks leading up to launch, flyers that hang over Hospedia terminals.

#### **Press**

Gazette – Articles featured for fashion show, family fun day, awards, 50 year anniversary. Each article featured several photos.

Observer – Also ran articles featured for fashion show, family fun day, awards, 50 year anniversary.

Radio 2 – a shout out for Hospital Radio Basingstoke but also picked up by HBA on their Facebook. Scott was featured in the 5'oclock rock segment of OJ Borgs show and involved him picking 3 songs but also being interviewed by OJ about Hospital Radio Basingstoke. HBA thought it was great publicity for hospital radio and OJ praised the work we all do.

#### **Communications at HHFT**

A good relationship has now been formed with Vicky and her communications team. I now have direct access to share content on the HHFT digest. A twice weekly email broadcast. Vicky provided a number of articles for the new magazine. I am in discussion with team re interviewing key personnel in line with dab launch.

#### **Interviews**

Various interviews undertaken and broadcast by Scott including organ donation week, national healthcare worker day, clinical trials day and patient safety week. Liaising with Vicky to obtain a full list of these days in advance so more interviews can be properly co-ordinated.

#### **2023 Plans**

Plans to publish a new Patient Magazine in March 23, a new website is in production and to be completed by April 2023. Purchase of new Pop up banners – currently gathering best and final prices for new set of banners to include updated logo, DAB station details etc. Anna will assist in getting HRB live on Instagram.



## 6. FINANCE

### Position vacant - Treasurer

This has been the first full year of accounts since Hospital Radio Basingstoke (HRB) became a charitable incorporated organisation (CIO).

The financial results presented in the Trustees Reports and Annual Review 2022 reflect the financial activity for the period from 1 January to 31 December 2022.

I am pleased to report that financially, HRB's income exceeded its expenditure in 2022 and achieved a small net surplus of £420.73.

This was primarily down to some excellent fundraising initiatives such as the Family Fun day at the Fox Inn in Oakley that raised an impressive £1,588.

Another fashion show in October, held at the Basingstoke Golf Club raised £812.00 and an excellent quiz night at the Irish club in Basingstoke brought in £595.00.

The tin rattle held at Tesco's in Chineham in September resulted in a less than expected £345.23.

Some members and their friends continue to support the Basingstoke and Deane Community Lottery which provides us with a regular income and raises the profile of HRB. Over the 12 months, the radio station has benefited from the weekly draw that has raised approximately £450.

The overall expenditure remained broadly consistent with previous years with costs such as licences and insurance being the main expenditure during the period.

The cash balances on 31 December totalled £9,459.79. Overall in 2022, the financial year has seen the radio station maintain a steady balance sheet.

# 1. Expenses and Income for the period 1 January to 31 December 2022

	ACTUAL £
<b>EXPENDITURE</b>	
Internet Radios	54.90
Building costs - alarms, fire extinguishers etc.	868.47
Publicity / Promotions	15.00
Licences / HBA subs	1,487.66
BT / Wifi / Tablet Mobile	454.62
Furniture & buildings maintenance	9.99
Insurance	880.00
T shirts	231.00
Bank charges	2.77
Music	18.07
Stationary/sundries	81.29
<b>TOTAL EXPENSES</b>	<b>4,268.73</b>
<b>INCOME</b>	
Membership	462.00
Lottery / Amazon / Easy Fundraising	540.60
T-SHIRTS	271.00
On Show/Collection tins in shops	1,998.68
Quiz Night	606.77
Fashion Show	690.00
Other donations	116.40
Bank interest	4.10
<b>TOTAL INCOME</b>	<b>4,689.55</b>
<b>Net of receipts / (payments)</b>	<b>420.82</b>
<b>Cash funds brought forward</b>	<b>9,038.97</b>
<b>Total funds carried forward</b>	<b>9,459.79</b>

CHAIRMAN: Dave Leonard

SECRETARY: Margot Konitzer

20.5.2023

Margot T. Konitzer 20/05/2023

## 7. CHARITY TRUSTEES

<b>CHAIRMAN</b>	<b>Dave Leonard</b>
<b>SECRETARY</b>	<b>Margot Konitzer</b>
<b>TREASURER</b>	<b>Vacant</b>
<b>PROGRAMME CONTROLLER</b>	<b>Neil Ogden</b>
<b>FUNDRAISING OFFICER</b>	<b>April Haywood</b>
<b>PUBLIC RELATIONS OFFICER</b>	<b>Scott Rawlings</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: 1191302**