

# Bay Trust Radio Annual Report Financial Year End March 31<sup>st</sup>, 2022



## **Our Aims.**

To continue to operate a thriving organisation to supply a first-class service to the patients, staff, and visitors to the hospitals within Morecambe Bay, Blackpool, and Fylde Coast and also on DAB+ across Morecambe Bay.

### **Our aims for 2021/2022 were:**

- 1: To be financially self-sufficient.
- 2: To involve our service users (patients, staff & visitors).
- 3: To be a good organisation to volunteer for.
- 4: To work in partnership with the University Hospitals of Morecambe Bay NHS Foundation Trust and Blackpool Teaching Hospital Trust.
- 5: To increase the number of volunteers.
- 6: To increase availability of our services.

### **We have met these aims by:**

- 1: Being financially self-sufficient.
- 2: Engaging with the patients the best we could during Covid-19
- 3: Looking after our volunteers giving advice during the year.
- 4: We have worked closely with the hospital trusts.
- 5: We have increased the number of volunteers.
- 6: Increased our listener base over the period by adding a DAB+ service in December 2021.

### **Our aims for 2022/2023 are to:**

- 1: Continue to be financially self-sufficient and end the financial year in a stronger position.
- 2: Run an active recruitment campaign to increase the number of volunteers by 25%.
- 3: Increase the number of fundraising events and seek new funding sources.
- 4: Increase program sponsors by 35%
- 5: Continue to work in partnership with the University Hospitals of Morecambe Bay NHS Foundation Trust and Blackpool Teaching Hospital Trust, building on an already excellent relationship.
- 6: Increase the number of live outside broadcasts.
- 7: Increase the number of live broadcastings.
- 8: Increase the number of live interviews to bring more enjoyment to the listeners.
- 9: Visiting the wards at WGH (Westmorland General Hospital), RLI (Royal Lancaster Infirmary) and BVH (Blackpool Victoria Hospital) once Covid-19 restrictions are over and increase awareness of our service.
- 10: Continue broadcasting on DAB+ on the Morecambe Bay DAB+.
- 11: Open new studios at the Royal Lancaster Infirmary and Blackpool Victoria Hospital.
- 12: Making sure our broadcasting infrastructure is kept up to date.

## **John Williamson, President, Station Manager & Trustee.**

Many thanks to all the volunteers for the time that you have given up helping our radio station continue broadcasting.

This is our 44th annual report and as a charity 2021 was an unbelievable year with the ongoing Covid-19 pandemic we had to change the way we operated our charity to cover our operating costs during the financial year.

A lot of challenging work has been going on behind the scenes during 2021/2022 here are the projects:

- 1: Applying for grants
- 2: Keeping the radio station on air and financially stable.
- 3: Remote broadcasting from volunteers' homes which has been a fantastic addition to the service that we offer to our volunteers.
- 4: Raising the operating costs to cover our second year on DAB+
- 5: Sourcing an area to place a new studio in Lancaster RLI (This is an ongoing project).
- 6: Replacement premises at Blackpool Victoria Hospital (This is an ongoing project).

It was somewhat a challenging year to make sure that we could continue as a charity but with sheer arduous work we did achieve it.

## **Margaret Woodcock, Treasurer & Trustee.**

We have had an excellent year in obtaining grants of £4,000.00 and Donations of £2,808.86.

Sponsorship was £3,720.00.

Well done to John and Danny on working long hours in getting the grants and keeping within budgets.

As a charity we always make sure that our accounts are checked monthly so that we keep within our budgets for the year.

### **Operating Costs:**

2020/2021 £3,310.86 (**Charity No 506296**)

2021/2022 £10,064.00 (**Charity No 1193959**)

### **Estimated Operating Costs:**

2022/2023 £11,999.00

### **Income 2021/2022**

Total £11,464.86

### **Expenses 2021/2022**

Total £13,174.00

### **Profit and Loss 2021/2022**

Income £11,464.00

Expenses (£15,242.00)

Net Loss - **£3,778.00**

### **Bank Accounts as of 31<sup>st</sup> January 2021**

Barclays Bank PLC £2,015.40

Cumberland Building Society £1,824.34

Skipton Building Society £38.76

**Total £3,878.50**

Even though we had an excellent year fundraising must continue throughout 2022/2023 and if every member did some sort of fundraising and raised around £150.00 each over the year this will help in cover our operating costs.

## **Danny Frith Deputy Station Manager & Trustee.**

In the last 12 months the team have been working incredibly hard through continuing changes and adapting to life after COVID. Thank you to every volunteer for your dedication and hard work.

A lot has happened this year - from expanding the service on DAB+ across Morecambe Bay to reach new audiences, upgrading playout systems to improve service/allow more remote working and expanding the charity's investment on digital infrastructure to improve the operations of our services.

We're seeing the benefits of that hard work now - a more flexible charity built with the digital age in mind. Existing and new volunteers are seeing the benefits of our hybrid systems between working remotely or using facilities when they wish.

Over the next 12 months our focus will be to continue expanding our services and raising awareness to ensure we reach as many people as possible - reflecting where our audiences are - whether inside hospitals, at home, or in the community.

We will utilise new systems to welcome volunteers to the team and our restructured Committee, alongside our Trustees, will see more opportunities for progression as well as introducing more initiatives within our charity.

### **Claire Lambert Secretary & Trustee.**

2021/2022 has been a challenging year for everyone, trying to find the new normal after such a difficult period during the Pandemic.

I am so proud of our Charity and our Volunteers who have continued to provide entertainment to our listeners, and now our NHS trust site at Westmorland General Hospital have reopened our volunteers are returning to back to our studio where and if possible.

I hope that we can soon welcome back more volunteers when we are able to open new studios across our other areas, including Royal Lancaster Infirmary and Blackpool Victoria Hospital.

2021/22 saw us go live on DAB+ which was very exciting for us and again our presenters have done us proud.

I would like to thank all our volunteers for everything they do with special thanks going to John Williamson and Danny Frith as without these two most of what we have achieved would not be possible.

I look forward to seeing what the coming year will hold, and hope that we continue going from strength to strength.

### **Martin Capell Trustee.**

I currently feel that the charity is being run to the best of our current capabilities.

Lots of hours and hard work is being put in by members of the management team and this is being shown in the positive trend of funds coming into the charity via advertising.

The addition to the charity of DAB+ radio has further increased our reach to a wider audience and increase the potential for further advertising possibilities.

The decision to add more layers of responsibility to more people is also something I feel is a good idea, instead of it being left to two or three individuals.

### **James Pardoe Trustee**

2021 - 2022 has been a very challenging year for the station during the corona virus pandemic.

Although we have had a few steps back there is a lot that we achieved. We are now on DAB which has broadened our listener base and has reached out to new volunteers.

We also have access to new software which volunteers can now do their jobs from home which would not have been possible a few years ago. We have also upgraded. Myriad which is a lot easier and better to use.

Now that we are back to normality we can look forward to the future.

I would like to thank all the team for working hard and bringing joy to the local community

**Reference and Administrative Information.**

Charity Name: Bay Trust Radio

Charity Registration Number: 506296/1193959

**Operating Address:**

Bay Trust Radio, Westmorland General Hospital, Burton Road, Kendal, Cumbria. LA9 7RG

**Board of Trustees:**

Mrs Mo Higginson: Chairperson

Mr John Williamson: President & Station Manager

Ms Claire Lambert: Secretary

Mrs Margaret Woodcock: Treasurer

Mr Danny Frith: Deputy Station Manager

Mr James Pardoe: Training Manager

Mr Martin Capell: Fundraising Manager

**Executive Committee:**

Mr Darren Tingle: (Blackpool)

Mr Graham Curry: (Blackpool)

**Honorary Members:**

Craig Robinson, Nigel Dyson, Mark Elliott, Val Armstrong

**No members received any reward during the year****Banks:**

Barclays Bank PLC.

Cumberland Building Society

Skipton Building Society.



John Williamson  
President and Station Manager.