

Report of the Executive Committee - Steve Allen Chief Executive

Well another busy year for Rookwood Sound has gone by and as we head towards our 20th year of broadcasting in October 2007, we can take this time to sit back and reflect on the work undertaken by members of Rookwood Sound.

I must firstly thank the Executive Committee for their support throughout the year and also thank you the members old and new for continuing to work for the good of the station. We sometimes forget in the busy periods that we are all volunteers giving up our own time doing something we love, and I feel sometimes we don't appreciate the work others do most of it behind the scenes with little or no fuss made. I personally think this is what makes Rookwood Sound Hospital Broadcasting a station to be proud of. I would like to officially thank you on behalf of the general membership for all your hard work and dedication.

The year commenced with high hopes at the National Hospital Radio Awards; although slightly disappointed that our previous achievements in the awards were not met we were suitably awarded a highly commended for the Sports Show with Phil Hardy & Charlie Brown, for the Specialist Music of Choir Night and Lesley Jennings being short listed within the final top 10 female presenters within the UK. While we did not receive any glittering top prizes we were now downhearted.

Following the AGM Lesley who had taken over the committee member's role was requested to set up a small team of members and form them into a fund raising sub committee which included Bryn Stone, Debbie Brown, Charlie Brown, Sybil Fowler and Matthew Wilson. The main function of this group was to build on the previous work undertaken by Debbie. This group met and arranged such ventures such as the Summer BBQ, which was held on the only day it rained in summer and despite this and the arrival of the fire brigade (not our fault) we raised a significant amount of money for the station. They then went onto the All request day and Book Stalls at Llandough and various outside events at external fete all adding to the fundraising total for the year. We must not forget to thank the patients / relatives and nursing staff that also supported our events without them the recreation hall would have been a very lonely place.

Fundraising did not stop there some bright spark came up with the bright idea to take part in the Cardiff Half marathon which at the time seemed a very good idea albeit dressed as nuns, to date I have not identified the culprit but when I do they will be so sorry. Seriously though this while hard work did raise well over £1200 pounds for the station and thanks to the generosity of Lloyds TSB and Debbie Browns contacts this has been match funded therefore raising the total to £2400 for the station. Thanks should go to the participants Richard Davies, Mike Baldwin, Lesley Jennings, Debbie Brown, Rod Greenway, Matthew Wilson, Jeff Kidner who raised personally over £300 and yours truly and yes my feet still hurt and no I will not do it again.

Rookwood Sound also came to the assistance of HMS Monmouth who were visiting Cardiff and decided to raise money for the Special Baby Care unit at the University Hospital of Wales by sitting on all the seats inside the Millennium Stadium, Rookwood Sound via Sybil Fowler assisted greatly in getting the Lord Mayor of Cardiff to officially start them off and live updates were broadcast on Rookwood throughout the day. HMS Monmouth welcomed Rookwood Sound on board to broadcast a behind the scenes programme and both Sybil and I were given unrestricted access to the ship and her company this programme was broadcast last year and this has been short listed in the forthcoming National Hospital Radio Awards 2007. Our thanks go to HMS Monmouth for their kind hospitality.

The inception of the Fundraising Sub Committee has been this group shows a beneficial bonus to the station allowing a co-ordinated and cohesive approach to fundraising and this with the assistance of members raising over 5K this year. I will like to thank on behalf of the station Lesley and all the sub committee members for all there hard work and we look forward to next years activities which I am sure will be as exciting.

Unfortunately, during the year Matthew Morrissey reluctantly stood down as Programme Controller due to personal circumstances albeit on a temporary basis. The Executive Committee rallied around and introducing the operational managers contact details with responsibility falling to myself covered this post. I am pleased that Matthew has agreed to take this role back up from April 1st 2007, and to assist him we will be requesting from the AGM any interested members who would like to become Matthew's Deputy to apply.

Last year also saw some technology changes to the station with the decommissioning of the original Studio1 and the building of a brand new studio incorporating a new mixing desk and other equipment this upgrade to the station was made possible due to the kind donation we received from the family our founder member Julian Brinkworth. I think Julian would have approved of the decision made. We will be inviting Lyn and the family to come to an official launch of the studio in October, which will coincide with our 20th Birthday. Our thanks to Ken and his small band of helpers in decommissioning and rebuilding studio1 without his direction and commitment this would not have been achieved within two weeks from start to finish.

The way we also undertake the recording of Programmes changed this year with the removal of the VHS recoding machine to a new hard disc system, which was kindly donated by another Hospital Radio Station.

This year has seen a steady rate of applications to join the station mostly it must be said come through the website and very few via the Volunteering Breaux our trainers Lesley and Richard give up each Saturday morning of their own time to carry out this important role in assisting our new presenters on the road to developing their skills, we have at least an other 5 possible new members on the current waiting list and I am sure that Rookwood will have no difficulty in recruiting where other Hospital Radio Stations are suffering across Wales and the UK.

Rookwood Sound this year has also been recognised outside the broadcasting arena firstly with Richard Baxter being short listed and winning one of the top Volunteering Awards presented by Welsh Council for Voluntary Action. Richard was nominated by the station and went on to win an award. This ceremony was held in Cardiff Bay and both or Richards parents were present, closely followed this was a receipt of a strange telephone call from Matthew Wilson who thought he was the recipient of a scam letter inviting him to attend 10 Downing Street at the request of the Prime Minister, however, after some checking this invitation was confirmed and Matthew joined other youngsters who had been invited to No 10 to thank them for the voluntary work they undertook. It must be noted that Matthew was the only Hospital Radio volunteer to be invited.

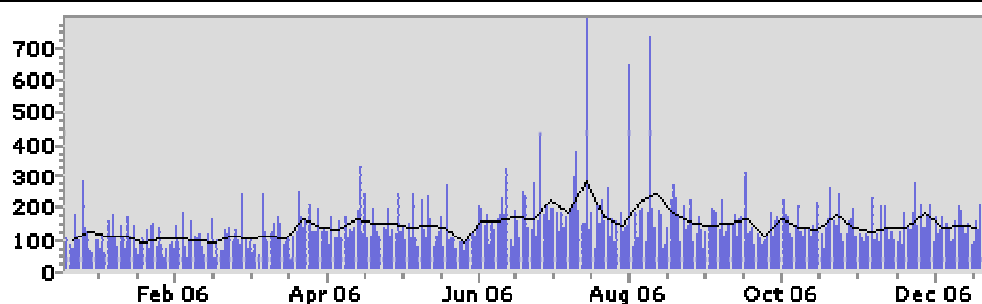
Rookwood Sounds year has been very busy especially when you look at the website our portal on the World Wide Web. Neil has done an excellent job in keeping this up to date and fresh and relevant. The last 12 months have been busier than ever as Webmaster of Rookwood

Sound. Neil has held the co-opted position for the past 3 years and this year he has certainly been rushed off his feet – all down to the hard work and determination to get so many events off the ground.

Since the last AGM, the website has undergone a refresh with simplification of pages for ease of use. The website is updated regularly to keep both listeners and members involved of coming events. There have been many events over the last year including the BBQ night, School Disco Night, Cardiff Marathon, Hospital Broadcasting Week, All Requests Days and the National Hospital Radio Awards from Blackpool all have received coverage on the website. In the summer we also launched our Members only area with a forum to share information and the ability to publish news just for our members.

We also have a Webshop – run through a scheme called buy.at. Any purchases made through the buy.at/rookwoodsound page helps to generate some funds with commission paid from the retailer! Why not have a look the next time you're shopping online!

At the time last AGM report was written in 2006, the website had been viewed 16,131 times and our 5th year online year this figure now stands at 25,022 hits. In the last year the website has had 8891 hits in 2006 and an extra **3360** compared to last year – a fantastic result! In total, last year pages on the website were visited a total of 52,831 times which is an increase of **20,946** hits (39% increase). Overall this has been our most successful year online to date!

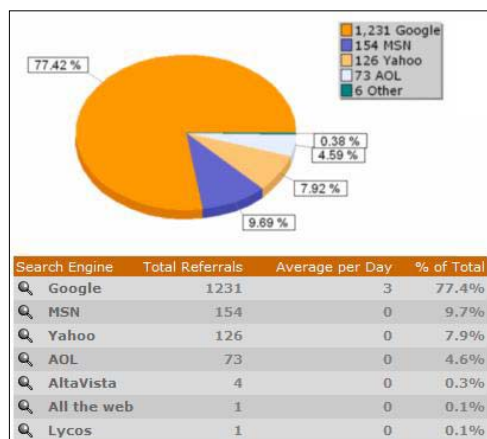


Total Hits at Rookwood Sound Online from January to December 2006

Apparently according to the statistics 26th July was the most popular day with 797 hits to our pages. Over the year the website has received constant visits rather than peaks and troughs seen in previous years.

A hit is when someone accesses a web page – in this case any page on the Rookwood Sound website.

Last year the most popular day of the week to visit was a Wednesday – between 4pm and 5pm then 10pm till 11pm.



Building on last year's success, Rookwood Sound online now gets more referrals from top search engines (e.g. Google). In 2005, Google was top directing 1024 visitors to our pages; in 2006 this has increased to 1231!

The top 30 pages visited on the website as listed below – index is the main homepage. The Blackpool Gallery, Photo Gallery and Members pages have all proved popular with Sybil Fowler, Neil Bailey and Richard Baxter's programme pages making the top 30!

Website Page	Hits	Website Page	Hits
/index.htm	7846	/awards2006.htm	605
/programmemain.htm	2114	/thursday.htm	601
/blackpoolgallery.htm	1673	/saturday.htm	592
/photogallery.htm	1513	/monday.htm	560
/news.htm	1480	/wednesday.htm	559
/contact.htm	1170	/technicalinfo.htm	558
/history.htm	1139	/agm.htm	558
/training.htm	1059	/julian.htm	547
/sunday.htm	997	/friday.htm	526
/join.htm	968	/membersindex.html	492
/members.html	834	/programmes/special/comedy.htm	457
/calendar.htm	745	/requests.htm	432
/links.htm	743	/meet.html	427
/programmes/sunday/sybilfowler.html	707	/refit.html	402
/tuesday.htm	664	/programmes/sunday/richardbaxter.htm	362
/birthday.htm	625	/ploughsingers.htm	348
/programmes/thursday/neilbailey.htm	615	/awards2005.htm	338

All presenters have an email address, and new members are issued with their address when they join the station. If you have any problems you can always contact webmaster@rookwoodsound.co.uk.

What's Next for the website? Well another exciting year for the website is in store, with Internet access hopefully to be installed in the record library. This will prove to be a huge asset for the website with easy Internet access for all members of the station – this will allow members to access email and information at the station. Over the next year, there will be continued development of the members area, with minutes from general meetings and newsletters available online and of course more pictures and news from our events – starting off the Hospital Radio Awards in Northampton.

Rookwood Sound members also attended a presentation on the future of the station taking into account the possible changes within the NHS locally. The members fully backed the Executive Committees ideas to investigate other mechanisms to ensure we reach as many patients as possible. Work will continue behind the scenes on this and the Executive Committee will report progress sometime in the summer.

And so another year closes with our Annual General Meeting. This years report was changed as I felt that we were missing out on highlighting our achievements throughout the year and in one concise report we can demonstrate the depth and breadth of our involvement within the hospital. You may have noticed I have not mentioned programmes on air, I feel that that goes without saying we present and produce over 50 hours of interactive, relevant and diverse programming available on any radio station, this has been acknowledged again in the shortlists for the National Hospital Radio Awards 2007 where Rookwood Sound Hospital Broadcasting has not only been ranked within the top ten positions within six of the categories we entered, we are the only UK Hospital Radio Station to have been short listed six times in this and subsequent award nominations, this I feel is a fitting testimony for the standard of programmes we broadcast and the professionalism that is Rookwood Sound Hospital Broadcasting.

I would personally like to thank the Executive Committee for all their support and also the support of you the members. It has been a pleasure and privilege to be able to serve as your Chief Executive for the past two years and my term of office is up at this AGM. Should I be successful in re-standing then I look forward to building up our successes, however, should another be elected as Chief Executive I wish my successor all the good fortune possible and afford him/her all the assistance required.