

Executive Committee Report 2007 / 2008

We are well into 2008 now with events being planned for the remainder of the year in 2008 Rookwood Sound celebrates its 21st anniversary year of broadcasting and what a year we have planned, but more about that later.

This year has seen a quite year with regard to developments within the station no major engineering work has taken place apart from the tidying up of the transmission area with all the equipment being situated in one area, and the move from VHS recording of the station output to a computer version.

Within this report we have identified the key areas of work being undertaken by the Executive Committee who are all volunteers but and still find time to take on additional workload. At this AGM we will see some members of the Executive Committee standing down namely Charlie Brown who has served on the Committee as Deputy Chief Executive / Finance and for a brief spell took over the role of Chief Executive for 12 months. Charlie has been a good custodian of the accounts at Rookwood and I am sure the Committee will miss his expertise in this area. I am pleased to say that he will continue to present the sports commentary and I am sure will play an active role in the station. In order to address the balance we have co-opted a new finance officer to manage the accounts on behalf of the station. Jan Holmes-Warley has a great deal of experience in the role of treasurer and I am sure she will build on the legacy of Charlie's input.

May I take this opportunity to thank the Executive Committee for all their hard work over the past year I am sure that after reading this report you will see exactly what has been happening. I would also like to take this opportunity to thank the members for your continued support of the Executive Committee in undertaking the management of the station on your behalf.

Programming

Programming has been steady with Rookwood providing in excess of 50 hours per week of programming however the level of absence is causing alarm. We have calculated that since October 2007 – January 2008 we have lost over 40 hours of

programmes in this period due to presenters not informing the programme controller of the absence or not arranging cover for that programme.

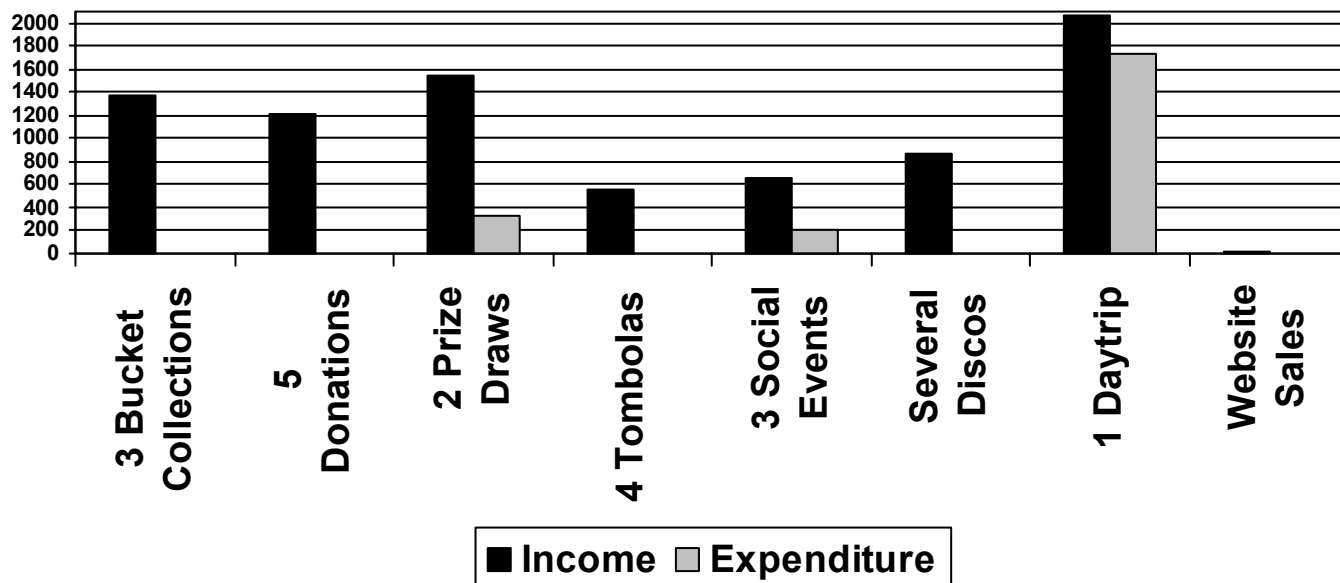
We held a successful 20th birthday celebration weekend with 72 hours live broadcasting and a host full of other things. As always the popular All Request Saturdays, which went well, but a few more volunteers would have been helpful on the day. The programme schedule was updated with some additions to the programme schedule unfortunately; some presenters have left the schedule due to other commitments it is hoped they will be back on air shortly.

I think we should also note that Matthew Morrissey unfortunately, stepped down from the post of Programme Controller due to other commitments this was not before we had appointed Matthew Wilson as the deputy who quickly took over as acting programme controller when Matthew Morrissey stepped down. It should be noted that this role is very demanding and can be quite stressful at times, I am sure a number of members who have held the post in the past will agree this is probably the hardest role to fulfill within the station and I wish to confirm to the whoever the new programme controller is after this AGM all our support in undertaking this very difficult role.

Fundraising

Fundraising has played a key role in our efforts this year and since we initiated the fundraising team they have coordinated events and this has showed a positive benefit to the station.

This was an outstanding year for Rookwood Sound in relation to fundraising thanks to a handful of presenters and their families who fully supported all of our activities. Our target was to hold one event per month, and as you can see below, whilst our firmly established base of Tombola stalls, discos and social events, Longleat trip for patients / staff and friends proved enjoyable and raised money, it was the success of unexpected events such as supermarket bucket collections and one off donations that contributed significantly towards our income raised £8301.83 less expenditure £2267.12 giving a final profit for the year of £6034.71 (an improvement on last year's total and beating the target we set ourselves in January 2007). A big thank you to the presenters involved in the instigation of such events as they also helped to raise awareness of Rookwood Sound.



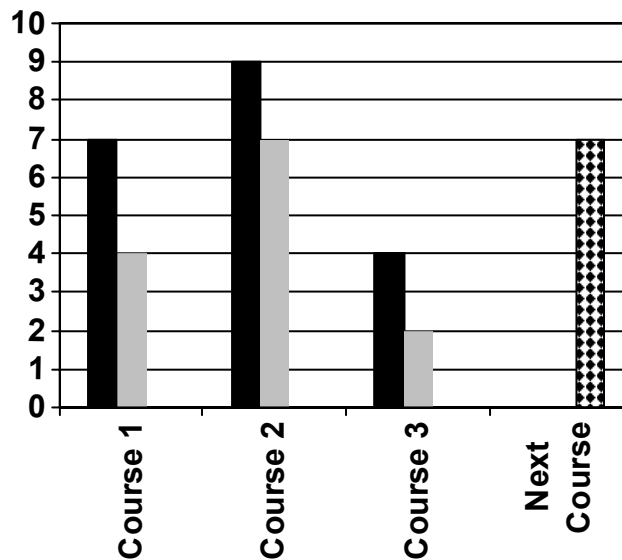
2008 sets in motion significant changes for Rookwood Sound, which means that the Fundraising Team will require the participation of all volunteers associated with Rookwood Sound at events throughout the year to ensure that we raise enough funds meet our financial commitments.

Recruitment & Training

In a year that has seen some hospital radio stations struggle to attract new volunteers, 2007 saw a steady flow of applications (mainly via our website) to join Rookwood Sound which has resulted in 13 new presenters, 2 trainees postponing half of their course until 2008 due to University course work and 5 leaving due to changes in their personal circumstances. We also currently have 7 names on the waiting list for our next course. It should be noted that the Rookwood Sound training course has been used in several other hospital radio stations across the UK.

I feel a great vote of thanks should be given to Lesley Jennings and Richard Baxter for all their hard work with regard to training on top of their other roles in the station they give up every Saturday morning to undertake the training and have been known to give additional sessions when required to ensure the trainees have the opportunity to become full time presenters on the station.

■ Started Training ■ Existing Presenter ▣ Waiting List



PR & Marketing

This year has also seen the co-option of Sybil Fowler to take on the PR & Marketing role to the Executive Committee, the way the station is perceived by the outside world is important for the station development and funding opportunities.

2007 realised a considerable increase in the awareness of Rookwood Sound across the city, this was further helped by the teamwork between fundraising and PR & Marketing.

Along with an increase of social and fund raising activities which helped get the brand of Rookwood Sound predominately across Rookwood the production of a portable banner stand ensured that where ever we went we could create an immediate visual representation of the station and what we do.

The Cardiff volunteer's one day event in June gave the station a high level of profile and much praise regarding the professional set up, again because we were providing music on the day we were very visual and audible !

The two fundraising events at Morrisons and Ikea were further supported by information about said events in all local media that provides public information on local events. Our web address was also included which again assists to increase the profile of the station. Rookwood Sound also features within the BBC Wales web site.

To continue the brand awareness of the station we now have T-shirts. All presenters who attend a fund raising event are provided with T-shirts to ensure we maximize our impact.

In 2007 we brought on 5 new sponsors, so in case you are not aware of who are Rookwood Sound sponsors are here is the most up to date list:

Cape Industrial – Sponsors Lesley Jennings

Durbin Photography – Sponsors Steve & Debbie The Flagship Show

Elixia Therapy – Sponsor Sybil Fowler

Ty – Gywn Brittany Holidays – Sponsor Edward Fish

Seren Contractors – Sponsors Jamie Hutton

Porthcawl Water Company – Sponsors Matthew Wilson

SLR Marketing – Sponsors Steve Allen Sunday Breakfast Show

Audi - Sponsors Richard Baxter

By the time you see this report we should have a dedicated page on our web site to further thank and promote our sponsors businesses.

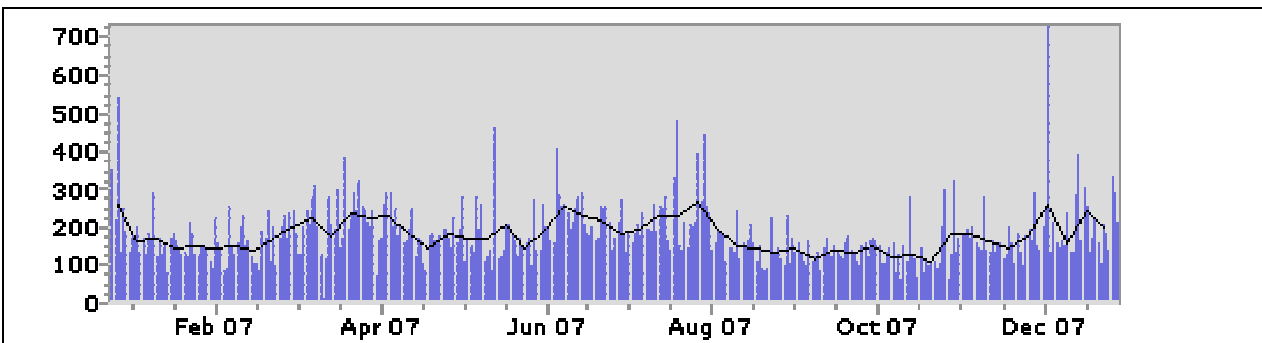
Website

The last 12 months have been as busy as ever as Webmaster of Rookwood Sound. I have to say in the 4 years I have held the co-opted position I have been rushed off my feet – all down to the hard work and determination from our members and the successful events we have held over the last year.

At the time of the last AGM, the website was undergoing some simplification with new page lay outs, which make it easier to navigate for all users – this has since been completed with more pages now being created. 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 Bingo nights, All request day from Llandough, Fetes at Barry Hospital and Ton-y-Ywen, Beach Party, Bucket collections at Ikea and Morrisons, Hospital Broadcasting Week and the National Hospital Radio Awards from Northampton all have received coverage on the website. We have now celebrated our first birthday of the members area which is still growing particularly, the forum to share information about events and station news.

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 your shopping online! We are looking to continue this relationship with buy.at in the forthcoming year, as well as develop new links with other commission based websites (e.g. Kodak have recently come on board)

At the time last AGM report was written in 2007, the website had been viewed 25,022 times and our 6th year online year this figure now stands at 29,729 hits. In the last year the website has had 4707 hits in 2007, slightly down on last year by 4184 hits but still a fantastic result! In total, last year pages on the website were visited a total of 65,293 times which is an increase of **12,462** hits (20% increase). So all in all, another successful year on the web!



Total Hits at Rookwood Sound Online from January to December 2006

Apparently according to the statistics 6th December was the most popular day with 733 hits to our pages. Over the year the website has received constant visits rather than peaks and troughs seen in previous years with an average of 178 hits per day.

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

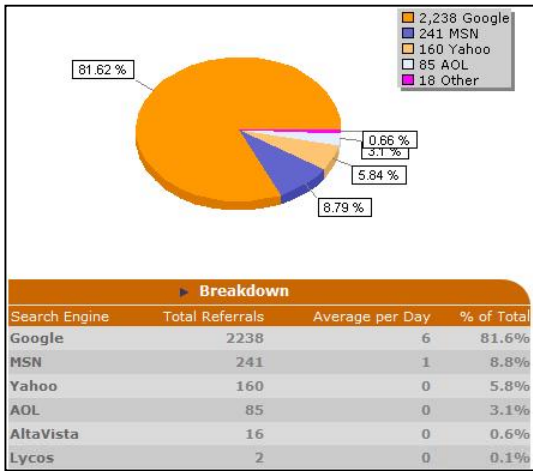
Last year the most popular day of the week to visit was a Thursday and the most popular time was between 8pm and 9pm.

The top 30 pages visited on the website as listed below – index is the main homepage. This year, no presenters have made the top 30!

Just in case you forgot what was in the top 30 last year, there is a comparison against last year, with the change in visits since last year!

	Web Page	2007 Hits	2006 Hits	Change %
1	/index.htm	7093	7846	-7.53
2	/blackpoolgallery.htm	4647	1673	29.74
3	/login.html	2205	0	22.05
4	/photogallery.htm	1658	1513	1.45
5	/programmemain.htm	1593	2114	-5.21
6	/membersindex.html	1519	492	10.27
7	/news.htm	1209	1480	-2.71
8	/history.htm	1149	1139	0.1
9	/contact.htm	1141	1170	-0.29
10	/meet.html	951	0	9.51
11	/training.htm	951	1059	-1.08
12	/birthday.htm	931	625	3.06
13	/calendar.htm	875	745	1.3
14	/join.htm	832	968	-1.36
15	/awards2007.html	773	0	7.73

	Web Page	2007 Hits	2006 Hits	Change %
16	/sunday.htm	665	997	-3.32
17	/bbq.html	587	0	5.87
18	/awards2006.htm	553	605	-0.52
19	/thursday.htm	548	601	-0.53
20	/agm.htm	541	558	-0.17
21	/links.htm	523	743	-2.2
22	/awards.html	510	0	5.1
23	/saturday.htm	509	592	-0.83
24	/monday.htm	502	560	-0.58
25	/julian.htm	488	547	-0.59
26	/friday.htm	475	526	-0.51
27	/wednesday.htm	437	559	-1.22
28	/party2006.html	422	0	4.22
29	/dj.html	420	0	4.2
30	/tuesday.htm	417	664	-2.47



Building on last year's success, Rookwood Sound online now gets more referrals from top search engines (e.g. Google). In 2006, Google was top directing 1231 visitors to our pages; in 2007 this has increased to 2238 a massive 82%!

Over the last year, we have trailed downloads from the website – with the entries for the Northampton awards available online. As you can see these have been very popular with visitors to the website.

Station of the Year 07	238	16.30%
Special Event 07	227	15.60%
Speech Package 07	210	14.40%
Specialised Music 07	182	12.50%
Station of the Year 06	182	12.50%
Station of the Year 05 Nominations	154	10.60%
Rookwood Spur 2005	151	10.40%
Sports Award 07	107	7.30%

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 year for the website? Well another exciting website is in store, more updates to the website. Over the next year, there will be continued development of the members area, with minutes from general meetings and newsletters available online and have of course more pictures and news from our events – starting off the Hospital Radio Awards in Leeds. We are also looking to take the website to the next level and improve include audio downloads and materials for our visitors.

I also look forward to your continued support for the next year; I have had an enjoyable fourth year as Webmaster and look forward to the fifth successful year. I would like to take the opportunity to thank all of the members and Executive Committee of Rookwood Sound for your help and assistance over the last year, without you my role would be incredibly difficult!

Administration & Policy

As with any charity the requirement to keep abreast of the current legislation and requirement to update our policies and procedures we have tightened up on the administration of the station with Jude Anderson fulfilling this role. To ensure we fully comply below is a brief list of the work undertaken. It should be noted that all Rookwood Sound Policies have been shared with the Cardiff & Vale NHS trust who have accepted them as good practice.

- Committee meetings and taken the minutes for them;
- Old IT equipment from the studio has been taken for recycling;
- An updated list of ward telephone numbers has been checked and copied for use in the studios;
- A presentation was made at the Regional Training Event in July 2007 on the subject of station policies and procedures;

- Contact was made with an IT expert in an effort to assist in the upgrading of studio systems;
- A draft Health & Safety policy was produced. It was submitted together with copies of the Trust policies on Grievance and Lone Working to the Chief Executive in preparation for a review of all station policies and procedures;
- Attendance at a WCVA conference on governance of charities in November resulted in the communication to the Chief Executive of notes and information that may benefit the station;
- A pro forma for logging the awarding of programme prizes is in production.

I did say at the start of this report we have an exciting year planned this will all become apparent as we go through the year, with regard to the Restricted Service Licence which will allow us to broadcast all over Cardiff for 28 days in October and on the 1st November 2008 we will be having our birthday party to which all Rookwood Sound presenters will be invited. More details are to be confirmed please keep an eye on the notice boards for further information.

Stephen Allen

Chief Executive

On Behalf of the Executive Committee