

Executive Committee Report - by the Chief Executive

Mr Stephen Allen O.St.J., MScHSM,CMS

As in previous years this report is the combined report of all members of the Executive Committee. The past twelve months have been extremely busy for the station and volunteers alike. The year started off well with Rookwood Sound being nominated in six categories at the Hospital Radio Awards which was held in Leeds shortly after the AGM. The station picked up certificates for highly commended and commended in all the categories entered. Rookwood was the only station to be nominated in six categories and to my knowledge no other station in the UK has had as many nominations in one award ceremony. The evening was marred unfortunately due to some poor behaviour of another Hospital Radio Station who was on one of the Rookwood tables, our concerns while noted by the Executive Committee of the HBA led to an official apology made to Rookwood Sound for the comments made.

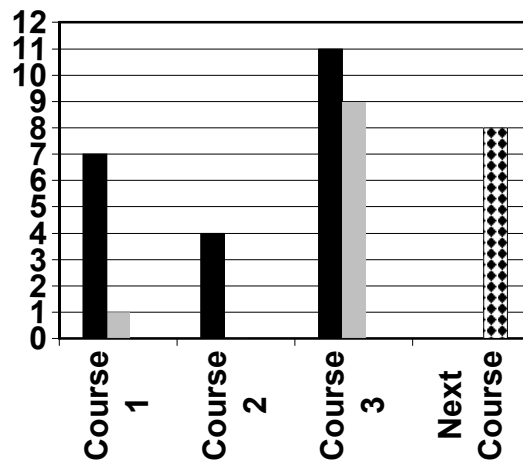
Training

During 2008 the most popular means of attracting trainees was via the Rookwood Sound website. It proved a difficult year with regards to recruitment as many trainees left the station after completing the course for various reasons i.e. job opportunities, university courses, deciding volunteering was not for them.

We also found it necessary for the first time to cancel one course half way through due to lack of commitment by the four trainees concerned. This resulted in the decision to implement an age restriction of 18 years old for new trainees which proved successful with our last course of the year.

Despite the above, 2008 resulted in 20 hours of additional live shows a week

■ Started Training ■ Existing Presenter

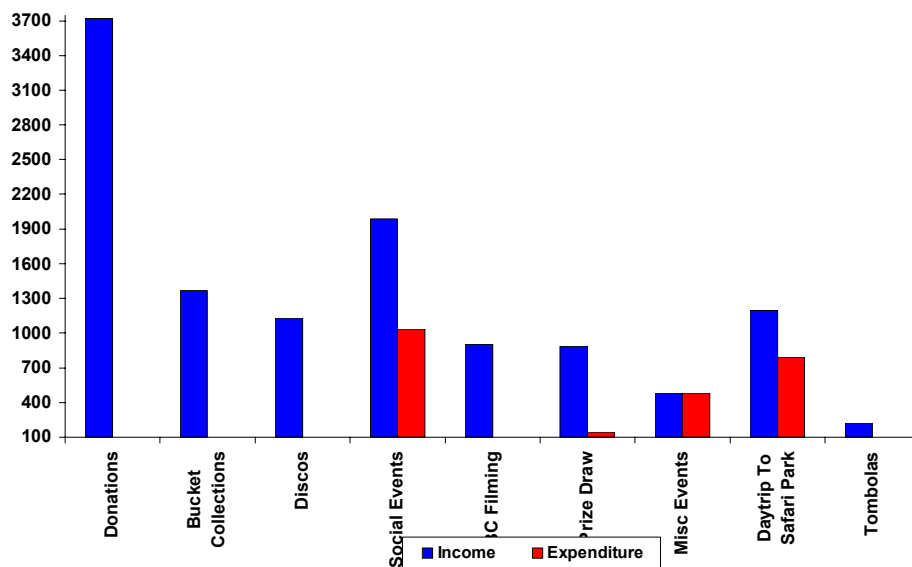


Fundraising

The year progressed with fundraising taking centre stage with collections at Morrison's Cardiff Bay and numerous social events held at the Recreation Hall at Rookwood, unfortunately, a number of presenters / researchers do not attend these events which helps to raise the profile of the station with the patients and staff while raising much needed funds for the station. While we as an Executive Committee understand that giving up another night can be difficult we would urge anyone who has not attended a social event to do so, the patients look forward to the bingo nights, theme nights as there is little else to do when in hospital and it brings a welcome distraction from the routine it also gives

Rookwood Sound presents the opportunity to meet their listeners and develop relationships which will ensure when you are on air they will be listening.

Owing to the hard work of the Fundraising Committee and handful of presenters who supported our events, we surpassed the £8000.00 target set at the beginning of the year with a final total of £9441.00 profit (£11891.39 income less £2450.76 expenditure).



Members Past & Present

During the year we also had to have a fair bit of engineering work undertaken in order to bring the studios up to standard as we planned for our 21st anniversary. Due to the station not having an engineer who lived locally we did rely on Ken David to give up his free time and annual leave to travel from Huddersfield to Cardiff on a number of weekends to do some basic maintenance which was essential for which we are grateful. I am pleased to say that after this AGM we will hopefully have a new station engineer in John Bingham who joined us back last year.

It would be amiss of me to formally thank Charlie Brown who stood down as Deputy Chief Executive and Finance at the last AGM. He gave many years service to the station and kept a steady hand on the finances I would like to record in this report my personal and station thanks for his hard work over the past number of years.

Restricted Service Licence

October we met our ambition of broadcasting across Cardiff on the FM band to mark our 21st anniversary. The planning of this venture started early the proceeding year and on October 5th 2008 we turned on the transmitter which allowed Rookwood Sound to reach even more people. I would like to place on record the grateful thanks of the Executive Committee for everyone who played a part in the month long broadcast from presenters to backroom staff everyone played a part and while it was extremely hard work the fun element was also evident. The feedback from the listeners was positive and complementary and one comment received was "Rookwood is better than any other station locally". I know that the Executive Committee and station wished to undertake this type of broadcast as far back as 1992 when plans were drawn up to make this happen unfortunately technology and finances were not available and so these plans were placed on hold. Our founder member Julian Brinkworth always wanted Rookwood Sound to broadcast across the city and I am sure that he was with us during our month long broadcast. We did learn some lessons from undertaking this type of event which we will do differently when we undertake another Cardiff wide broadcast in the future. I think it would be a good time to thank Sybil Fowler who managed to acquire advertising for the

broadcast and I am sure without her contacts and persuasive abilities we would not had much of a response.

Rookwood Sound.co.uk

It's hard to believe another 12 months have flown by since the last time I was sat writing my last annual report. As I look back at the last year, it's been another fun packed year of events, most notably our 21st Birthday in October. Certainly the website has seen some massive changes over the last year, and around the time of our birthday it was good to reflect on how far the website has come since its humble beginning in 2002. Non-stop is just one of the words to describe 2008, and by far was the busiest year since I took the co-opted position of Webmaster 5 years ago, with my feet very rarely touching the ground.

I couldn't write my report without saying how enjoyable it was to take part in the RSL broadcast for our 21st birthday. It was fantastic how everyone pulled together, before in the planning, and during presenting/production/manning the station/amending the website to make it such a success, and even more pleasing to see some of the emails from listeners across Cardiff saying how much they enjoyed the shows, and miss us! That has certainly been one of my highlights in 9 years of being a Rookwood Sound member.

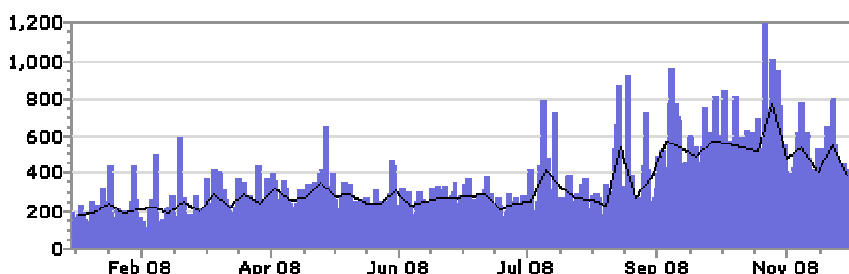
At the last AGM meeting, we were at the start of our journey to simplify the website with new page layouts, to make our website easier to navigate for all levels of users, whatever your IT skill level. The website is updated regularly to keep both listeners and members involved of coming events. There have been many events over the last year including the all request day from Llandough, Summer Tour, West Midlands Safari Park trip, Hospital Broadcasting Week and the National

Hospital Radio Awards from Leeds and our special 21st Birthday RSL broadcast across Cardiff, all receiving coverage on the website. We have now celebrated our second birthday of the members' area, which is still growing, including a new layout (incorporating a different colour to distinguish the two separate areas), posting of the 2007 AGM financial information specifically for the members of Rookwood, the growth of our forum to share information about events and station news, and specific members only news stories.

We still run our Web shop – 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! We are looking to continue this relationship with buy.at in the forthcoming year; as well we have several other affiliates on a dedicated page on the website, all who offers commission to us!

At the time last AGM report was written in 2008, the website had been viewed 29,729 times and our 7th year online year this figure now stands

Total Hits at Rookwood Sound Online from January to December 2008



Most Popular Day:

18th November 2008

with **1203** page views

The 2nd quarter of the year was very busy online as you can see with the page hits graph

at 39,013 hits. In the last year the website has had 9284 hits in 2008, double the amount the previous year! In total, during last year pages on

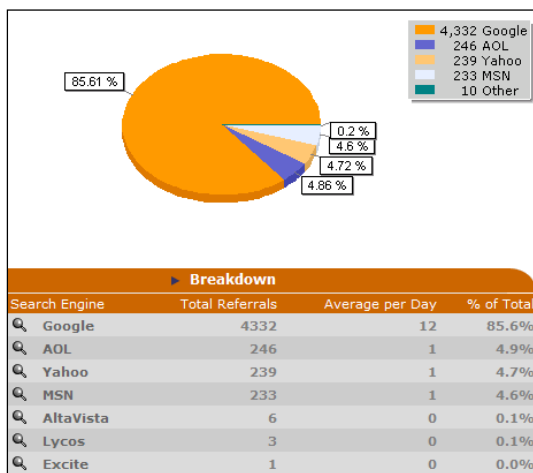
the website were visited a total a massive of **121,500** times which is an increase of **56,207** hits (**54%** increase on 2007) with a daily average of 331 views! 2008 was certainly our most successful year to date on the web!

Last year the most popular day of the week to visit was a Wednesday and the most popular time has shifted for the first time from the evening to 8-9am, during 2008 we averaged 13.83 page views an hour across the whole year.

For a second year, no presenter's pages have made the top 30 again. Below are the top 30 viewed pages for 2008, with their 2007 hit count and the change in visits! Index is the main Rookwood Sound Online page.

	Web Page	2008 Views	2007 Views	Change %		Web Page	2008 Views	2007 Views	Change %
1	/blackpoolgallery.htm	14443	4647	+68	16	/awards2007.html	775	773	+0.1
2	/index.htm	14076	7093	+50	17	/sponsors.html	744	-	+100
3	/programmemain.htm	3547	1593	+55	18	/sunday.htm	737	665	+10
4	/photogallery.htm	2411	1658	+31	19	/bbq.html	715	587	+18
5	/membersindex.html	2281	1519	+33	20	/saturday.htm	685	509	+26
6	/news.htm	1864	1209	+35	21	/entertainment.html	649	391	+40
7	/history.htm	1729	1149	+34	22	/dj.html	647	420	+35
8	/contact.htm	1685	1141	+32	23	/awards2008gallery.html	620	-	+100
9	/meet.html	1618	951	+41	24	/monday.htm	594	502	+15
10	/training.htm	1600	95	+94	25	/affiliates.html	582	-	+100

11	/calendar.htm	1541	875	+43	26	/awards2008.html	580	-	+100
12	/join.htm	1322	832	+37	27	/hbw2006.htm	572	306	+47
13	/awards.html	1145	510	+55	28	/party2006.html	563	422	+25
14	/agm.html	934	541	+42	29	/disclaimer.html	559	-	+100
15	/outandabout.html	836	-	+100	30	/join/online.html	545	318	42



Building on last year's success, Rookwood Sound online now gets more referrals from top search engines (e.g. Google). In 2007, Google was top directing 2238 visitors to our pages; in 2008 this has increased to 4332 a fantastic 43%!

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 for more information. Remember you can send your pictures, news and events to that address too or why not visit the member's area of our website and post on the forum!

What's next for year for the website? Well another exciting website is in store, more updates to the website. Over the next year, I'll be working very hard on the website plus continuing to publicise events via the website, ongoing enhancements to 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 Blackpool this March. We are also setting up Rookwood Sound Announce, a mailing list for all members of the station to find out about up and coming events and news – look out for an email coming very soon!

I also look forward to your continued support for the next year; I have had an enjoyable fifth year as Webmaster and look forward to the sixth 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!

Well another year closes with the AGM and as the Executive Committee looks back and forward we have a very hard job ahead of us to raise funds in this economic climate when businesses are looking to cut costs, that is why the Executive Committee has suggested the new committee set up a finance sub group to search for funding streams and make applications as appropriate in order to complement the work of the fundraising subcommittee who have all worked very hard and raised over 9k last year.

The Future

Well if only I had a crystal ball, however, we live in uncertain times with the economic climate which will have an effect on the station as we try to raise much needed funds which will obviously be harder this year. The changes in NHS Wales will have an impact upon Rookwood also as out goes Cardiff & Vale NHS Trust and incomes Cardiff & Vale University Local Health Board who will run all health services across Cardiff and the Vale of Glamorgan. The future of Rookwood Hospital itself is in

doubt due to possible closure, and also the replacement of old equipment i.e. studio 2 and purchase of equipment to enable us to undertake outside broadcasts with enhanced audio 2009-2010 promises to be a very busy year.

It is not all doom and gloom, some members are undertaking the Cardiff Half Marathon later this year and we would ask every member to sponsor them and get sponsors to make it a worthwhile fundraising event. We have a few other activities planned throughout the year which your attendance and participation is needed we have relied for far too long on the same old faces I am sure without additional support from other members of the station we will have to seriously consider raising the subscriptions next year to offset events which are not well supported.

I wish to place on record my sincere thanks to everyone on the Executive Committee for all their hard work over the past 12 months probably one of the most demanding since I started at Rookwood some years ago. Without the hard work and dedication of the Executive Committee behind the scenes the station would be a poorer place. My thanks to Jan Holms-Warley who took over the finances this year and her report are published at the back of this report. Unfortunately, Jan has indicated that she will not be seeking a co-option back onto the committee after the AGM due to personal reasons, I would like to thank Jan for again taking us through a busy year. The Executive Committee will be discussing a replacement for Jan at its next meeting. I would also like to place on record my thanks to you the members of Rookwood Sound for all your hard work every week it has been a pleasure and privilege to have been able to serve as the Chief Executive of Rookwood Sound, I am due to step down at this AGM and although I have put my

name forward for another two year term of office I hope I can continue to serve Rookwood in whatever capacity I can

Stephen Allen

Chief Executive

On Behalf of the Executive Committee