

## Area Board Project/Councillor Initiative

### 1. What is the project?

The project is to turn the media centre at Wellington Academy into a fully functional audio and media centre providing an up to date facility with live broadcast studio, live talks/news studio, training studio and a music production studio. This allows extra 'Day in Radio' courses for the community and 'Media Awareness' courses for Town and Parish councils. University students will be offered Media, Broadcasting and Journalistic work placements. New studio and outside broadcast equipment will allow existing projects and community services to continue as well as giving more members of the community a voice. The project will also enable the station to recruit and train additional community volunteers.

### 2. Where is the project taking place?

Wellington Academy Media centre

### 3. When will the project take place?

From September 2011

### 4. Please outline:

- **Community benefits**
- **Evidence of need**
- **Links to Community Plan**
- **Community Issue**

The need for getting information to people at the right time and in the right way enabling them to comment, discuss and put forward opinions on local services was first highlighted in the Communications Strategy document which was part of the Tidworth Community Area Plan. The plan focused on innovative ways to improve communication throughout the Community Area and integrate both the civilian and military communities. Castledown Radio on the Internet was set up as part of an Integration of Communities Project funded by the EU and Defra. Castledown Radio is now a fully licensed, Ofcom community radio station broadcasting 24 hours a day on 104.7 FM.

Castledown Radio is at the very core of the local community and gives numerous groups an opportunity to speak AND be heard. With new equipment working in the Media Centre the reach and range of services offered can be significantly improved .

The Wellington Academy has generously built a new media centre and training room however no additional resources were available for purchasing the necessary broadcast equipment.

# Area Board Project/Councillor Initiative

In order to continue to deliver and improve the high standard of service, the station urgently needs the following equipment: transmitter, aerial, broadcast mixers and OB equipment. The transmitter and aerial are vital, a breakdown would mean that the station would be off the air until they are repaired. This would be a breach of the Ofcom licence. The range and diversity of community activities and support provided by Castledown Radio means that the existing stock of equipment has reached the end of its serviceable life. The 5 year old equipment used for recording, editing and broadcasting needs replacement.

The provision of new and consistent studio and outside broadcast equipment would allow Castledown Radio's existing projects and community services to continue and give even more members of the local community a voice.

## 5. What is the desired outcome/s of this project?

This project will enable Castledown Radio to continue to provide services to a range of community groups and organisations and support communications across the community area. (see further information on this below). It will also facilitate the training and support of community volunteers and media students.

The main aim of getting new equipment in the studios is to train more new local volunteers in the art of radio (the old, complex mixers prevent this being carried out effectively), this will allow more access to the radio to members of the community from school age through to retirement. The new equipment will be more reliable, giving the ability to transmit shows without interruption due to failures in the equipment.

The Outside Broadcast equipment will allow the station to broadcast directly from events in local towns and villages. The station is currently only able to offer public address facilities at local events. Outside broadcasting will allow for the promotion of local events and activities and encourage wider participation in community radio and more local views and opinions to be expressed. Other residents of the Community Area will be able to listen in as if they were actually at the event.

## 6. Who will Project Manage this project?

Castledown Radio Ltd, Management Committee.

- **Please confirm costs and provide quotes**
- Total project costs up to and including £5,000 - 1 quote,
- Total project costs over £5,000 - 3 quotes

# Area Board Project/Councillor Initiative

<b>Project Costs</b>	<b>£</b>
Transmitter	1,950
Ariel	150
Sonifex S1v Mixer and MDX	2464
Sonifex S1 Mixer	2385
Power amplifier	179
UHF Radio Mic	176
PA 100v Amplifier	224
2 powered speakers	350
Marketing	500
Laptop for OB	449
IT Specialist 30 days	3,000
Wellington Academy studio build	20,000
<b>Total project costs</b>	<b>£ 31,827</b>

<b>Project Income</b>	<b>£</b>
Wellington Academy Studio Build	20,000
Audio Engineer 15 days in kind	1,500
IT specialist 15 days in kind	1,500
<b>Total Project income</b>	<b>£23,000</b>
<b>Balance and Funding Requested</b>	<b>£ 8,827</b>

## 7. Additional information in support of the project

### Castledown Radio Listener Reach

Castledown Radio operates as a community radio station with a discrete audience in the Tidworth, Ludgershall and surrounding areas.

Since it was launched, two formal market research surveys have been undertaken to assess the overall reach and success of Castledown Radio in reaching and servicing a diverse rural community.

The results from the first survey which was carried out in the Tidworth Community Area in 2008 showed that Castledown Radio had an extremely strong audience in the following groups: over 55's, the disabled and rural dwellers which supports the stations.

Across the respondents to the survey over 36% listened to Castledown Radio.

The stations weakest audience share was in the younger, male age groups where there is the most competition for their ears given modern media such as You Tube, Facebook, mobile devices and national youth stations such as Radio 1. This opens up opportunities for more programming produced by the young for the young or shows which play music focussed on the younger age ranges.

In the most recent Listener Survey carried out in March 2011 over 86% of those surveyed had heard of Castledown Radio and 64% had listened to the station on either a regular or occasional

# Area Board Project/Councillor Initiative

basis. This is very encouraging with a greater proportion of people in the area now listening to the Radio station on a regular basis compared to three years ago – but we could do so much more for rural and special groups that we cannot reach or support enough at the moment.

## How Castledown Radio Supports Community Groups

Castledown Radio is at the very core of the local community and gives numerous groups an opportunity to speak AND be heard.

### Training

- A core service to the community is the popular 'Day In Radio' courses which allow people to walk in off the street and become a live radio broadcaster in a day.

### Mums & Toddlers

- Visit local children centres in the community to record interviews, dedications and requests which are later broadcast.
- Run a 'Wiggly Ears' radio feature offering local people the opportunity to read stories for children on air.

### Primary School Children

- Running radio and media courses at local schools so that children can create their own radio show and learn how to express themselves in audio.
- Provide Sound and PA systems for School events and concerts to Schools who do not have suitable equipment so that children can be heard and understood.
- Working with Schools and PTA's to run Discos for fun or fund raising

### Secondary School Children

- Operate the Bluez 'n' Zuz disco events for Wiltshire Police, Wiltshire Youth Service and the Army Welfare Service to entertain youths in Tidworth. Proven evidence that these events reduce Anti-Social Behaviour amongst youngsters with little access to facilities.
- Running an after school Radio Club so that pupils can learn how to interview, present and compile a music show. Club members then get the opportunity to broadcast on air.
- Special Needs students are coached on a 1 to 1 basis using the medium of Audio to build confidence and aid their speech and language development. All SEN children have their shows broadcast. SEN staff report that the courses provide a very positive outcome to students who often find it hard to express themselves using the written word. Radio gives them a voice.
- Supply PA and Audio equipment for shows, concerts and performances.
- Work with the art department of Wellington Academy to provide an online gallery for student art.
- Provide training and media lessons for the Wellington Academy Media students.

# Area Board Project/Councillor Initiative

- Working with Business and Enterprise students on a business directory project.

## **University Students**

- As an OFCOM regulated radio station and part of the third tier of national radio broadcasting Castledown Radio offers Media, Broadcasting and Journalist students placements to gain experience on air as part of their course work or working placements.

## **Military Families & Dependents**

- Broadcast a morning show targeted at military dependents and those who live in remote areas of the Salisbury Plain military training area.
- Visit social events and families groups to record messages, dedications and play requests.
- Provide PA and sound for military events and fund raisers.
- Working with H4H Tedworth House to offer audio and radio training and experience to future residents.
- Plain Business radio show targeted to help the increasing numbers of local service leavers who would like to start their own business.
- Ongoing links with BFBS to provide programming,

## **Over 50's**

- Offer radio programming specifically for the over 50's and retired listeners. Features music from the 1940's onwards together with mind and body stimulation puzzles, exercises and chairbics.
- Focussed music shows which have included Time Tunnel, Classical, Jazz, Big Band and Hits from the 50's and 60's

## **Local Government Organisations**

- Provide an outlet for local Government organisations including the NHS, Police, Fire Service, Councils, Housing Associations, Community Support Groups and Defence Estates to broadcast news, updates, urgent messages and lifelong training course information.
- Provided a 24 hour Snowline service to the local community so parents could find out news about school closures without having to leave home or contact a school that was empty.

## **Local Clubs, Societies & Organisations**

- Broadcast information and news of events to promote local clubs, societies and organisations to the wider community.

## **Local Businesses**

- Proactive promotion of brand new local businesses through interviews and air time to promote new shops, outlets or small enterprises.
- Undertake and broadcast interviews and features with local business people and local

# Area Board Project/Councillor Initiative

businesses to air their issues, ideas and latest innovations.

- Provide a low cost advertising solution to reach the stations focussed local audience.
- Launching in January 2012, developed a weekly local business magazine show 'Plain Business' to give local business people a voice to share their tips, tactics and techniques to other business owners and those considering starting a business.

## **Villages & Hamlets**

- Provide a 'Voice of the villages' service allowing residents from micro communities to be trained in radio enabling them to be a 'voice' and record local news, events and community interviews.

## **Castledown Radio's BIG Problem**

The sheer range and diversity of community activities and support provided by Castledown Radio means that the existing stock of equipment is worn out having been in constant use since it was acquired (mostly through donations of kit) over five years ago.

Castledown radio does a lot but could do a lot more.

Getting volunteers to help is not an issue.

Training volunteers in how to operate equipment and do radio shows is not an issue.

The key issues facing Castledown radio are :-

1. That the existing equipment used for recording, editing and broadcasting is at the end of its serviceable life and needs replacement.
2. That the new facilities and services required and provisioned by the new studio building requires additional equipment.
3. In order to provide training that is representative of modern studio practice and operation we need to ensure that the equipment we use is also up to date where we can.

The provision of new and consistent studio and outside broadcast equipment would not only allow Castledown Radio's existing projects and community services to continue but would enable a greater number of local people to have their voice heard in the community.

Baz Reilly  
Station Manager  
Castledown Radio