

Choice –

Radio for the Worcestershire Royal Hospital

Context

Hospital radio for the Worcestershire Royal has been in existence for more than 40 years. Throughout its history the service has withstood relocations and transformations in order to keep pace with the dramatic changes in broadcasting and in patient care. It is about to undergo yet another dramatic change, fully embracing online technology to benefit patients in the County, and we are seeking your help in achieving this.

Our audience

The Worcestershire Royal statistics show that in excess of 130,000 patients are treated p.a. The average stay of a patient is 4 days. With 500 beds in the hospital, occupancy is exceedingly high, at times greater than 100%!

The Hospedia entertainment system is available by the side of 450 beds. Some patients use this to watch TV though it can be rather expensive. Patients can enjoy any one of 5 radio stations, 4 from BBC Radio with the fifth being Choice hospital radio (Charity No. 504928). We estimate conservatively that 1% of patients will listen to Choice for more than 2 hours during their stay. This gives Choice 1300 listeners p.a. or 3 per day on average, and aggregate listening hours in excess of 2,500 hours p.a. Our goal is **5,000 aggregate listening hours per quarter** and with your help we can achieve this.

We estimate that we can double our audience via the Internet. This is simply because we are giving patients a choice of delivery mode, with many preferring their tablets and smart phones as opposed to wielding a cumbersome bedside console and fathoming its interface. This multiplier we call the *access factor*.

A second multiplier is the *adherence factor*. We believe that a listener will continue to be an adherent of Choice once they have returned home and may call in requests when there is a live broadcast maybe to thank the station, to request a favourite piece of music, and possibly even to dedicate the track to the carers whom they recall with fondness. We believe this has a doubling effect also.

Finally, the online effect produces a *community factor*. Because the friends and family members of patients are able to listen online they can feel connected with their loved one in hospital by calling in, making a request, and sharing together in the joy of listening to the music that both love so much. We are building community without walls. Off-duty carers and support workers, who are able to listen in to **their** radio station reaching **their** patients, augment this community. We believe that this *community factor* also produces a doubling multiplier.

Combining these factors gives us an audience of 10,000 listeners p.a. with aggregate listening hours of 20,000 p.a. It is this line of reasoning and the belief we are contributing more fully to the well being of more patients, past and present, that spurs us on in producing an online service. This upgrade comes at a cost, which is why we are looking at increasing our income.

Why the sponsorship program?

Choice is now online! While this means ‘a wider audience’ can listen, our focus remains firmly on contributing to the well being of Worcestershire’s patients. Our trump card is the dedication of requests from family, friends, visitors, off-duty carers and support staff to patients administered by the Worcestershire Acute NHS Trust. By having more volunteers we increase the number of live presentations where requests are played as a matter of top priority.

By offering an online service, we are taking advantage of the plethora of smart phones and tablets that patients regard as part of their normal life. Our volunteers are up for this; we are rich in talent, energetic in purpose and passionate about our mission. Why the Sponsorship Program? Because we want to propel Choice Radio into the 21st century so that we can make our contribution to Worcestershire’s wider hospital community.

What is the Sponsorship Program?

The Sponsorship Programme offers three levels of donation and commensurate recognition. A platinum sponsor is one who donates £1,000 over 4 years. A gold sponsor is one who donates £600, and a silver sponsor one who donates £400, both over 4 years. Payments can be made as a one-off or annually, in accordance with the table below.

Level	One-off payment	Annual option
Platinum	£1000	£250
Gold	£600	£150
Silver	£400	£100

The main reason to become a sponsor is personal gratification: knowing that your charitable donation will help the service help the patient. However, Choice wants to go further.

We will, unless instructed otherwise, recognise your sponsorship by adding your name to the Roll of Sponsors, which will be: published in our Smile magazine that appears every 18 months; incorporated in our website; and, signified in jingles that interlace our shows.

Additionally, we would like to interview you – using the *Desert Island Discs* model – record the interview and include it, along with your choice of favourite pieces of music, as a Sponsors Choice program that will be incorporated into our 24/7 schedules.

We will also provide you with a certain number of tickets to local shows and events around Worcester, Malvern and Birmingham during your tenure as a Choice Sponsor.

Finally we will invite you to be our guest at an annual Sponsors' dinner where you will get the opportunity to meet your fellow sponsors, be brought right up to date as a group on news from the Choice station, and treated to an inspirational talk from a leading figure in the county of Worcestershire.

Where will the funds go?

We need to update our broadcast PC and duplicate this to provide a sensible back up in the case of essential repair and replacement. This additional PC will also be used for training purposes as we upgrade our playout system to a comparable standard to those of our peer hospital radio stations. We will in effect be producing a second studio. We need to boost our promotional budget to raise awareness of our service. Lastly we want to provide small scholarships to young people with emerging talents for media production, presentation and social media dissemination - investing in tomorrow's media stars!

The funds will be directed to secure the future of a service to Worcestershire's patients, loved one and carers, a mission about which we feel passionate.

How do I join?

Joining Choice as a Sponsor could not be simpler. Simply visit our website choceradio.org.uk where you will find all the necessary details for joining.

We are confident that your involvement in Choice as a Sponsor will bring you immense pride and satisfaction and we hope that you continue to enjoy a relationship with the Choice Radio service for many years to come. Thank you.