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Bethan Sayed AM
Culture, Welsh Language and Communication Committee
National Assembly for Wales
Cardiff Bay
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12th November 2019

Dear Bethan,

A Short Report into Community Radio In Wales - November 2019

Hospital Broadcasting Association

The Hospital Broadcasting Association (HBA) represents hospital radio stations and we congratulate the Culture, Welsh Language and Communications Committee for this report. Hospital radio is closely aligned with community radio and we would welcome the opportunity to work with the Committee and Welsh Government to develop opportunities for hospital radio, we have commented on the relevant recommendations and hope that you will give them consideration.

HBA and the Charity Commission for England and Wales have defined a new model charitable object:

“the advancement of health and prevention or relief of sickness for the public benefit through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health by (mainly, but not exclusively) the means of broadcasting health education messages to people living in [stipulated area]”

When a new Charitable Incorporated Organisation (CIO) was launched the HBA worked with the Charity Commission for England and Wales to create a fast-track process for hospital radio stations a small number of hospital radio stations have already converted to this new form of organisation and we expect more will follow. Bridgend’s Hospital Radio is the most recent station in Wales to convert - health and wellbeing stations that have adopted these new model objects are able to serve an audience outside of the hospital.

Hospital radio stations in Wales are Bridgend’s Hospital Radio, Merthyr Hospital Broadcasting, Radio BGM, Radio Glamorgan, Rookwood Sound, Radio Glan Clwyd, Radio Ysbyty Gwynedd, Radio Maelor, Radio City, Radio Bronglais and Radio Glangwili

A Short Report into Community Radio In Wales Hospital Broadcasting Association Response

Recommendation 1: the Welsh Government should fund a community radio body in Wales. The body would offer practical support to station, perform a representative role and co-ordinate cross station cooperation and knowledge sharing. practical support might include performing common tasks for stations like HR, marketing or grant writing. The body should also help forge links between community stations and interested bodies like commercial and BBC radio.

If the Welsh Government funds a community radio body in Wales, it's remit should be extended to include those Hospital, Health and Wellbeing radio stations in Wales.

Recommendation 2: The Welsh Government should place more government advertising, particularly public information campaigns with community radio stations and provide guidance to other public sector bodies in Wales to draw their attention to the possibilities of using the sector more.

This should be extended to include Hospital, Health and Wellbeing radio stations so they can also run public information campaigns.

Recommendation 3: The BBC should actively engage with community radio to give access to output and promote the use of their Local Democracy Service.

We support this and if the BBC actively engages with community radio stations to give access output on it's Local Democracy Service then this should be extended to Hospital, Health and Wellbeing radio stations

Recommendation 4: The BBC and commercial radio should work with community radio to develop a pathway for community radio volunteers to gain experience at their radio station as a means of developing new talent across Wales.

This should be extended to include hospital radio volunteers to gain experience at their radio station to gain experience to develop even more talent across Wales.

Recommendation 6: Radio Joint Audience Research (RAJAR) should develop a less complex and cheaper audience survey that community radio could use. Stations that chose to use this new service should then be able to access the advertisers that place adverts using RAJAR ratings.

If a cheaper audience survey that community radio could use is developed this should be extended for Hospital, Health and Wellbeing stations.

Yours Sincerely

Darran Huish

Stakeholder Relationship Executive

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