

Saltash Radio:

A report on the first 6 months.

Saltash Radio has been broadcasting on the internet since the beginning of July 2023. Our primary aim has been to provide a community radio service, playing hits from the sixties onwards, interspersed with community announcements and news. We also broadcast live from the 3 major street events in Saltash, namely, the Regatta, May Fair and Christmas Festival.

A month after our first broadcast we were at the Saltash Regatta, where we provided a feed on-site and to the internet. We learnt valuable lessons about the practicalities of broadcasting in a remote location while at the mercy of the elements. The main problems concerned poor internet, and uncertainty about our role in providing music which at times conflicted with other musical sources, ie live bands. Following a post-event meeting with the Regatta Committee, provisional plans were made to resolve the problems for 2024.

Since July we have established a reliable 24/7 radio output. We have presenter-led programmes on Saturdays from 0800 until 2100, and weekdays between 1800 and 2000. There are 9 presenters who create their shows from home.

Our music output is combined with community announcements every 20 minutes or so. These include information from Saltash Town Council press releases, other information from other organisations, such as the Friends of Tincombe and the Saltash Armed Forces & Veterans Club, and government public service announcements. (See table below for details).

Saltash radio were asked to provide a radio production live on stage at the Christmas Festival in 2023. We were on-air from 1300-1800, and were mainly successful, and hosted the official lights switch-on and the following carol service, in conjunction with local schools which was well attended.

There was a problem with getting the sound from the stage to the higher end of Fore Street, as the fixed street speakers were found to be inadequate.

Over the Christmas period we produced several special programmes, including a top ten of favourite songs as voted for on our website, a short carol service on Christmas day and a New Years Eve non-stop party mix.

During the first six months we received funding from Saltash Town Council (£500) and Cornwall Council (£300). This has helped us to buy microphones for the presenters, internet connection equipment and marketing material. Other costs have been met by members of the radio team. In December 2023 we received a grant of £500 from Redeemer Trust LTD. This has enabled us to renew our music licences for 2024.

We have canvassed the shops on Fore Street for sponsorship, with some success, but more effort will be put in to increase the number of businesses coming on board.

We have a presence on social media, but it is an area where we need to improve in order to grow our listener base.

Saltash Radio would like to thank Saltash Town Council and Cornwall Council for their support, without which we would not have been able to provide a local community radio service, or to support the Regatta and Christmas Festival.



track plays july to dec 2023 Snapshot

| | | |
|--|-------------------------|-----|
| GOVERNMENT AD - Put Your Phone Away 30 | Government Ads | 908 |
| GOVERNMENT AD - Paddleboarding-030 | Government Ads | 892 |
| GOVERNMENT AD - Coastguard-010 | Government Ads | 871 |
| GOVERNMENT AD - Public-health-FAST -030 | Government Ads | 725 |
| COMMUNITY - Armed Forces Breakfast - [REDACTED] | Comm Announcements | 567 |
| COMMUNITY - Local Infomation from Saltash Town Council - [REDACTED] | Comm Announcements | 564 |
| COMMUNITY - SR Blood Donors promo - [REDACTED] | Comm Announcements | 542 |
| COMMUNITY - Community Interviews - [REDACTED] | Comm Announcements | 540 |
| COMMERCIAL - Pascoe's Pantry - [REDACTED] | Comm Announcements | 537 |
| COMMERCIAL - Favourite Things - [REDACTED] | ADS, Comm Announcements | 529 |
| COMMUNITY - Tincombe Volunteers | Comm Announcements | 291 |
| COMMUNITY - Council thanks 3 [REDACTED] | RiCk STC Thanks | 161 |
| COMMUNITY - Council thanks 1 [REDACTED] | RiCk STC Thanks | 152 |
| COMMUNITY - Council thanks 2 - [REDACTED] | RiCk STC Thanks | 151 |
| COMMUNITY - Meet Your Councillors | Comm Announcements | 132 |
| COMMUNITY - Saltash Facebook Page | Comm Announcements | 130 |
| COMMUNITY - Bus Shelters | Comm Announcements | 128 |
| COMMUNITY - Library Hub Refurb | Comm Announcements | 127 |
| COMMUNITY - Rose Bush | Comm Announcements | 126 |
| COMMUNITY - Banardos | Comm Announcements | 44 |
| COMMUNITY ANNOUNCEMENT - LOCAL NEWS LOCAL THEATRE (Kill 24th Dec) | Comm Announcements | 23 |
| CORE EVENT PROMO - Saturday 16th Sept | | 20 |
| COMMUNITY - Tideford Cricket Club (Kill 26th Jan) | Comm Announcements | 9 |
| COMMUNITY INTERVIEW - Pt 1 Cllr Hilary Frank Int Re Christmas Fesitval 2023 | Community Interviews | 3 |
| COMMUNITY INTERVIEW - Pt 2 Cllr Hilary Frank Int Re Christmas Fesitval 2023 | Community Interviews | 3 |
| COMMUNITY - Blood Donors | | 2 |