

MINUTES

Attendees:

Alan Deacon (AD)

Ken Gadd (KG)

Anne Mortlock (AM)

James Ferguson (Fergie)

Sarah Kerruish (SK)

Cliff Miller (CM)

Nile Hollis (NH)

Justin Rutendu Makha (JRM)

Rob Randall (RR)

NB: The meeting was 'chaired' by KG and records were taken by notes (SK) and audio recording. These minutes are based on the notes taken and the audio recording and have been prepared by KG. These data sources are available for scrutiny should that be required.

Apologies: Stewart Gebbie (SG), Alan Middleton (AM), Martin Drury (MD), Liz Curry (LC)

Agenda Items:

➤ **Check-In**

A brief Check-In was held, limited to a simple personal expression, as everybody knew each other, to gauge the 'mood' of the meeting and to engage all attendees in dialogue.

➤ **Director Updates**

➤ **Content Update (KG)**

➤ The new Youth Team are doing well, are enthusiastic and can manage the new studio equipment effectively.

➤ Eddie Scott has left us but hopes to return when circumstances allow. We currently have 26 of his shows recorded and Eddie has given us

permission to use them as we feel appropriate. Given his listener base, the intention is to do this, and Eddie's show will therefore still run as a repeat, although the scheduling may change. There is an opportunity to edit these shows to include and update sponsor jingles.

- A previous member of the Youth Team, Milo, is going to do her own show and this will be scheduled for Friday afternoons. This will be one hour long, initially, and she wants it to be representative of the LGBT community. A discussion took place about how people perceive 'non-binary' gender issues, and it was decided that all presenters should remain neutral on this subject and not reflect any personal prejudice in their shows, therefore supporting the 'local community' in a fair and balanced way. We have had discussions on how to support Scarborough PRIDE and Milo could play a role in this.
- A friend of MD, Mike Steed, is keen to join us as a presenter and KG will follow up on this.
- The issue of offensive words in song lyrics was discussed with regard to Ofcom complaints, and presenters are reminded that we must adhere to Ofcom regulations and be wary of potentially offensive language and attitudes in our shows. Fergie mentioned that Ofcom are monitoring our output at the moment.
- KG again requested live presenters to provide a generic show that does not include date specific material as a back-up, otherwise a generic playlist will be in place in case any live presenter cannot do their show. If a presenter knows in advance that they cannot deliver a scheduled show, they should contact KG to advise on what content to air.
- CM suggested creating 'one off' specialist shows and this was encouraged, as they could become shows in their own right.
- AM offered her home studio for anybody wanting to do a pre-recorded show, should they not have a recording facility at home.
- AD reported on a draft set of 'rules' for how presenters should behave on air and these were read out and discussed. These are based on our

Ofcom requirements. The wording will be amended based on the discussion that took place and this Agreement will be issued in due course for all presenters to sign up to as a commitment to their relationship with Radio Scarborough.

- CM focussed on a specific Ofcom requirement to include local content and expressed a concern that not all presenters include reports on local weather, news, traffic, events, etc... in their shows. This was noted as being problematic in pre-recorded shows and with repeats. It was explained that this is not a requirement for every show, but that it was an essential part of the overall balance of our output.
- Everybody gets access to different information and KG encouraged everybody to share local information that could be aired. We have a Volunteers page on Facebook and we now have a Members area on the website where we can share information for people to include in their shows.
- **Technical Update (Fergie)**
- It was noted that at some point the Ofcom recording computer had been turned off despite direct instructions not to touch it. This means that we have lost about a week of recording, as required by Ofcom, and technically we are in breach of our commitments. This is a critical issue as a failure to produce recordings before has resulted in formal action by Ofcom.
- Our website is being developed and now includes a Members area for sharing information, but access to this area requires people to have a 'name'@radioscarborough.com email address. Members should contact Fergie to set this up.
- **Finance & Sponsor Update (AD)**
- AD reported that we now have 12 paying sponsors, which represents a financial loss of income. Boro Cars have pulled out as they have changed ownership, and we have also lost Solange Bakery. We ideally

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need 20 sponsors in order to cover our running costs, and need to understand that whilst we might gain new sponsors, we might also lose some, and it is important to maintain a repetitive sponsor income. We currently have a zero-bank balance thanks to a £300 donation from Eddie Scott's employers, but we need to look seriously at generating and maintaining income if we are to survive.

- Current expenditure is around £800 per month. 20 sponsors would give us a monthly £200 uplift that would help us to create a sink fund to cover expenses over and above our current running costs. At current levels 12 paying sponsors brings in £600, so we currently have a shortfall of £200 per month.
- AD explained our organisational structure. We are a registered company limited by guarantee and declared as 'not-for-profit'. This means that any profits generated by the company go back into the running of the company. Nobody is legally allowed to draw any profit from the company. Any assets that the company own cannot be taken by anyone for personal gain. Our Directors are volunteers, as is every 'Member' of Radio Scarborough. Our Articles of Association clearly state that we are a 'Membership' organisation and that 'Members' have a say in the running of the organisation, although the Directors make the final decisions on matters. We currently need to clarify who are 'Members' as it has been assumed that all volunteers are 'Members'. Our legal 'Incorporation' registration states that 'Members' have voting rights, and that it is then up to the Directors to act appropriately on those votes. We therefore need to have a list of dedicated 'Members' who have voting rights.
- Given the financial situation of Radio Scarborough (RSfm), we are now appealing to our 'Members' to support the funding of the station in order to survive, prosper and grow. We have benchmarked other Membership organisations, and it has been agreed at the last three meetings that 'Members' should contribute £15 per month as a Membership/Subscription Fee. This could be paid annually in advance

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or as a monthly subscription. The bank details for paying in directly are on our Volunteers Facebook page.

- It is accepted that not all volunteers may find this possible for a number of reasons, and it is with some regret that we need to ask for this support, but the simple fact is that without funding the station will not survive and we will have to fold. The situation will be reviewed on an ongoing basis.
- KG will communicate this policy on an individual basis, via email and/or phone/text, and if anybody has an issue/concern about this they should take it up with KG directly and 'in confidence'. Nobody's personal details will be discussed or shared and each 'Member's' situation will remain a confidential thing between that 'Member' and KG.
- This policy will come into operation on the 1st July 2023.
- A discussion took place on current sponsors and the need for people to be aware of which sponsor jingles to play and which not to play. KG to provide presenters with an updated list of sponsor jingles to be included in shows. Our requirement is to play a minimum of 5 sponsor jingles per hour.
- The current sponsor list to include jingles for is; Luminocity, Esklet, Ye Olde Forge Valley Inne, YMCA, Mount Park Legal, YWS Accountants, Harbour Bar, Wackers, Red Lea Hotel, Bella Rose, Bronze Services, Goldline Executive Cars, No Limits.
- While we may lose some, the need to retain sponsors is crucial and SK is joining the team in the role of Sponsor Engagement.
- CM alerted us to the need to be professional at all times in terms of delivery of content and timings, and that we still had issues with 'handovers' from live 'home-based' presenters to the studio. The point was made strongly that in CM's view, most presenters are 'unprofessional' in what they do. It was agreed that as a station we have made amazing progress in the last year, but clearly KG has a lot to do to improve his management of our content and output. This was

accepted as positive criticism and his failures have been taken on board and will be addressed and solutions worked on.

➤ **New Mixing Desk – Experiences so far**

- In general presenters are finding the desk easy to operate. However, we have had a few issues:
 - a) At least one presenter operated some controls on the desk that either muted them, and/or created modulation effects to their voice. We have repeatedly asked presenters not to ‘investigate’ different settings while on air, other than Fader control (mics, Bluetooth input & Audio output), Mute buttons, Headphone output levels. There are printed operating instructions in the studio explaining all of this.
 - b) Some presenters were coming over too quietly and everybody using the studio needs to set the mic and music levels according to the guidelines and their individual vocal level. Fergie suggested that this could be about ‘projection’ and correct use of the mics. However Fergie has now reset the default levels and things appear to have been resolved.
- We still have the two old Soundtech mixers and Alan is looking at selling these either intact or as individual spares to generate some income from them.

➤ **Internal & External Communications**

- KG reminded everyone that we should not be using the Facebook pages for individual communications that should be handled on an individual basis.
- KG also highlighted that we now have the facility for Radio Scarborough email addresses and using these for communications on RSfm business adds to our perceived ‘professionalism’.
- Fergie highlighted the Members Area that is now on the website for us to either communicate with each other and/or post information. To get access to the Members Area, we have to use our radioscarborough.com

email addresses to register as this is how the system has been set up. To get a radioscarborough.com email address contact Fergie, who will set it up for you.

➤ **Rebranding and Relaunch**

- KG highlighted that discussions about this have been going on for months and to do it properly, with new promo materials, etc.. will cost us money that we simply do not have at the moment. Discussions with the Brunswick Centre have stalled as they are tied up with redevelopment .
- AD asked what this event would achieve other than providing an in-house 'party', and highlighted other ways of promoting our new 'image'. For example, one of our presenters, Patrick Argent, works with The Scarborough News and he has indicated that he could get us a double page spread in the paper. The cost to us would be substantially less than creating and funding a live physical event, as was originally envisaged and is based on Patrick's proposal to the British Lions for a similar level of coverage.
- A discussion then took place as to who reads the local paper and it was proposed that different 'listener groups' will use different communication channels, but the word spreads through viral networks.
- AD also noted that any funding we did have available would be better spent on promo materials rather than an 'event'.
- AM showed us her RSfm branded 'Hoodie' sourced locally from YorBrand and noted that the cost of the logo has been covered and individuals can get tee-shirts, hoodies, polo shirts, etc.. for the cost of the goods, not the cost of the logo/sewing, etc... Red on Black was suggested as the preferred colour, but it was suggested that the colour is less important than the actual logo consistency.
- AD suggested that we could look at a sponsorship arrangement with YorBrand.

- KG showed the business cards that he has had produced, funded by an un-named benefactor. Two versions were shown, one personalised, and another generic, which includes a QR code to the website.
- **Festivals and Events**
 - KG highlighted that we are committed to supporting Crawfest. We need to contact the organisers of Headland and Forgefest. We know Headland are selling tickets and KG is in contact with Jim Taylor who is keen for our involvement.
 - Unfortunately we will not be doing Staxtonbury. Ownership has changed hands and as soon as contact details were made clear, KG contacted the project manager, who had already decided to bring in Coast and County, as he apparently had no knowledge of our involvement last year. This was because of a personal link the project manager has with a presenter there. KG admitted his failure to secure the event but cannot see what he could have done as this decision was taken behind closed doors before contact details were released. It was suggested that we could be there in a different capacity. KG explained that this is a deeply personal and emotive issue for him given the events of last year, and AD volunteered to make the approach to see if we could have some level of involvement.
 - SK commented that there is a 50 year reunion event for 'veterans' of Scarborough High School for Boys and Scarborough Girls High School at the Rugby Club in July. Our possible involvement was raised, as were other local events.
 - Everyone was encouraged to publicise any local events that they know of us, using either our Volunteers FB page or the new Members page on the website.
- **Any Other Business**
 - SK raised the issue of us not engaging with potential students of the 6th Form College following our presence at a recent open day. KG admitted

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that he had failed to follow up as he was unclear as to what to offer them.

- KG announced that he was pressing ahead with a radio serialisation of Martin Dove's popular FB diaries. He will be working with Martin and Martin's great nephew and actor Alfie on recording this series.
- AM reported on a possible hook up with Scarborough TEC on radio dramas.
- The policy on the £15 level for Membership fees was formally voted on with a unanimous decision.

The meeting was closed at 21.15.