



# **BA1 Radio - Business Plan**

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# About BA1 Radio

BA1 Radio is a charitable organisation set up to provide a professional environment in which people of all ages can come to learn or improve their skills. These skills range from radio broadcasting to simply communication. We hope to provide a studio space that will not only allow people to engage in new skills but also have fun whilst providing a community resource in the form of a radio station.

## Organisation objectives

The provision of a local radio station, BA1 Radio, will create exciting opportunities for people of all ages in the Bath area to:

- enhance employability skills
- advance education in radio broadcasting
- promote volunteering

## Current state

BA1 Radio is currently a not for profit organisation. We are in the start up stage of the organisation and currently have only 3 members which are the trustees. These trustees are, Samuel Maggs (Chairman), Luke Nix (Secretary) and Thomas Wyatt (Treasurer). As a board we meet fortnightly to discuss and organise our organisation's objectives and targets and to maintain progress on developing the organisation.

As the organisation progresses we will be looking for more volunteers and like minded people who want to join the organisation. We are also working to make links with other prominent organisations and businesses in the area, such as Bath College and Bath & North East Somerset Council. Whilst this work is ongoing we have also been completing a number of required documents and governance policies. Our constitution is complete along with safeguarding procedures and volunteering processes. This gives us a good foundation going forward.

At the moment, we do not have permanent premises. We hope that we will have premises within the next three to six months and are in talks with a range of people, organisations and businesses in order to accomplish this.

# Market

There are other charities and organisations offering similar opportunities in the Bath area. These are Bath Hospital Radio and Somer Valley FM.

Bath Hospital Radio is a hospital radio broadcasting from Royal United Hospital in Bath. The organisations purpose is to relief the sick, this is a different purpose compared to ours. Bath Hospital Radio primarily broadcasts to the patients and staff on the grounds of the RUH making their target audience different to that of BA1 Radio. As Bath Hospital Radio have different goals, they do not train people and volunteers do not go to Bath Hospital Radio to increase their skills.

Somer Valley Radio is most similar to BA1 Radio but their offering is to the area of Somervally. We will be broadcasting to Bath via the internet. Somer Valley broadcasts to the surrounding areas of Bath e.g. Radstock, Midsomer Norton and Somervale. Like us, Somer Valley also focuses on training volunteers of all ages. However, for younger or less fortunate people of Bath they may have difficulties getting to Somer Valley FM. This is the gap that BA1 Radio intends to fill.

BA1 Radio will stand alone in training and improving skills of people of all ages within Bath.

# Strategic Plan

**As BA1 Radio is a new not for profit organisation, we have the following Strategic Plan in place to ensure that the radio station's launch and day to day runnings are carefully managed.**

## Resources:

In order for the charity to operate there is a number of resources that are required. These are:

- Studio location
- Studio equipment
- Licensing
- Insurance
- Continued funding

For the first year of operation there will be considerable funding required in order to purchase equipment, licenses, insurance and other set up costs. There could also be further set up costs like rent and associated utilities.

It is estimated that that we will require £XXXX in start up costs to operate effectively. This is mainly to purchase equipment and pay rent for the first year of operation. After startup we anticipate a yearly running cost of around £XXXX. More financial information can be found under 'Finances'.

A studio will be required to house equipment and facilitate the work the charity will do. Ideally the studio should be accessible during the hours of 07:00 - 22:00 for volunteers to present their shows LIVE or pre-record. The studio will also need to be accessible to accommodate people who have a disability as well as to comply with the Equalities Act 2010.

The studio will also require power and stable internet connection to ensure that the radio station can broadcast without interruption. We will be broadcasting 24/7 so this will be crucial. In future as we develop we can invest in power and internet failovers.

Volunteers will need to be recruited to present on the radio station, as well as help with the day to day runs of the station. This may include jobs such as updating the website and social media accounts. The trustees will be responsible for managing the key infrastructure of the station, such as maintaining the playout system, ensuring that the stations IT systems are secure and the station follows PPL, PRS & Ofcom licensing regulations.

## Working with People and Organisations:

BA1 Radio will be working with people and organisations within the local community both in support and in partnership with them. A summary of each is below along with how we expect to be working with them.

### Organisations:

BA1 Radio intends to work with a range of organisations in and around Bath. We could be working with charities to support their beneficiaries or working in partnership with an educational establishment to help provide our resources to their students.

We intend to work with local media organisations such as 'The Bath Chronicle', the 'Bath Echo' and BBC Radio. There will be a chance for some of these media outlets to plug their news stories across the radio station. We hope that media organisations are able to offer visits of their facilities and potentially offer opportunities for our recipients.

Local community groups and centres will be contacted and offered volunteering opportunities in the radio station.

BA1 Radio will be able to offer schools the facilities in order to provide teaching and provide inventive ways to engage students in their learning. This has been achieved by trustees in the past in English and Drama classes as well as an extra curricular subject. Collaboration will be sought with Bath College to offer training to students. This could be in the form of traineeships, apprenticeships or other scheme.

### People:

The station will include a mix of volunteers and beneficiaries of the station. Volunteers may be working with the station to take part and participate. Subsequently they could be taking on any role from presenting to managing the website. All volunteers will undertake training and complete an onboarding process that will help to set out what they expect from the charity and what the charity expects from them.

Beneficiaries of the station could be participating in one of training or events as part of a school group or other organisation visit. They could be there for short term training or work experience. Opportunities within the station are broad and not just restricted to presenting a

radio show. Some examples of other areas where anyone can get involved is in maintaining the IT systems, design and advertising, social media and management.

## Legal Obligations:

BA1 Radio needs to ensure that it meets all of its legal obligations and follows its own rules and procedures as set out in the constitution. There will be a range of legal requirements that will be met by the organisation. These may be in relation to broadcasting or could be related to safeguarding.

The station will most likely have requirements in the following areas:

- Music playout and broadcasting.
- Safeguarding of children and vulnerable adults.
- Computer misuse
- Charity Law and regulations
- Data Protection

The radio station will be broadcasting online at BA1Radio.org, we will need to ensure we are fully compliant with PRS and PPL Licensing bodies. This is because the station will be playing copyrighted music and royalties will need to be paid to the correct bodies.

The full terms and conditions of the licensing can be found;

PPL - [ppluk.com](http://ppluk.com)

PRS - [prsformusic.com](http://prsformusic.com)

The station will not be directly governed by Ofcom but we will follow their rules and regulations for radio broadcasting. The full details can be found at [ofcom.org.uk](http://ofcom.org.uk).

In order to safeguard young people there will be safeguarding policies and procedures to ensure that any concerns are raised and handled effectively. This will closely follow guidance from the NSPCC and the Charities Commission. Volunteers and trustees will also need a DBS check where appropriate.

## Insurance:

In order to operate effectively and safely BA1 Radio will require insurance to cover equipment, accidents and legal issues. This can be covered by getting the following insurance plans:

- Contents insurance
- Libel and Slander
- Public Liability Insurance

The cost of this insurance has been researched and can be found in the finances section of this report.

## People

BA1 Radio currently has three trustees, who have the responsibilities of running the radio station and managing volunteers. Each trustee has their own individual area of expertise in which they will add to the radio station.

### **Samuel Maggs (Chairman)**

#### Background:

Samuel has previously been involved in a school and local community radio station. He would present a daily breakfast show with Tom Wyatt as well as covering for other volunteers. Whilst part of the school station Samuel worked with teachers to help involve students in the station and their academic work.

More recently, Samuel has led the 'Got Ya Back' river safety campaign within Bath. The organization worked with the local authorities and universities to collectively tackle night time safety in Bath.

#### Bio and roles / responsibilities within BA1 Radio:

The technical knowledge of both IT and web design mean that Samuel will be a key member of the technical team building the stations computer systems and website. Samuel will also provide training and support to volunteers with their involvement in the radio station. As Chairman of the board of trustees Samuel will also be responsible for ensuring that the station meets its designated purpose and achieves its goals. Initially Samuel will be a key member of the funding team, seeking potential funding for the radio station. It's hoped with time that a volunteer will take on this responsibility.

### **Luke Nix (Secretary) -**

#### Background:

Luke has 8 years experience working on a radio station. He used to present the Drivetime show on a local radio every day of the week for 4 years. Along with his co-presenter they won a Sony Radio Award for the best entertainment program. As well as presenting on the station he would assist with the day to day operations. This involved building playlists, managing the playout system and training new presenters ready for on air broadcasting.

Luke currently runs his own business managing music playout systems for retail facilities across the UK. This gives Luke a vast knowledge in radio and music systems and the related operational requirements.

#### Bio and roles / responsibilities within BA1 Radio:

Lukes wealth of technical knowledge of both broadcasting radio online and managing playout systems means he will be responsible for managing the playout systems and logistics of operating the radio playout. Luke will be ensuring that presenters sound great on-air and setting up / maintaining the studio's equipment. Luke will also assist in providing support and training to volunteers in the radio station.

#### **Thomas Wyatt (Treasurer) -**

##### Background:

Tom has over 10 years experience working on a radio station and was mainly involved with management. His role included managing volunteers, training presenters, maintaining the stations playlists and creating the website. He would also present an afternoon show which had a varied genre of music for 4 years.

#### Bio and roles / responsibilities within BA1 Radio:

Due to Tom's vast experience in all aspects of radio he will be involved in most areas of the station. His main role will be managing the stations volunteers and will undertake the volunteers induction process with them. Tom will be responsible for overseeing the training of volunteers and beneficiaries and signing off completed training. Tom will also be co-ordinating his work with other areas of the station and handling volunteer meetings and requests.

# Impact

BA1 Radio is committed to providing assistance for all people in the local community and the surrounding areas. Primarily we want to have an impact upon those who come to BA1 Radio for assistance to gain skills and potentially improve their employment opportunities. To support this we will need to have measures in place to make sure that the organisation is in fact making an impact and improving people's opportunities.

We will be employing a range of techniques to monitor and assess the people that we help. People who come to the organisation to train and gain skills will be initially assessed to understand where they currently are and what they want to improve. This can be used as a baseline going forward to improve. Skills that will be learnt will be identified by both the trainer and the student and will be used to create a personal development plan. People will be assessed individually and as they progress, we will monitor the various skills that they are developing. This culminates in an end of training report that will provide us with an assessment of the impact made upon the student. Everybody is different and for some people different methods of assessment may need to be used to better understand any impact that BA1 Radio has.

We believe that there will be an impact felt in the city as a whole. As one of the few local media organisations in the city, our work with volunteers will help everyone in the area. This may be through putting a spotlight on local work and activities or by offering events to the wider public without any commitment.

Volunteers are slightly different from our beneficiaries as they are taking part in the operation of the station without any clear intentions to train or gain skills. These volunteers are helping to provide the environment for others to train and learn in. This will mean that our volunteers will also be benefiting from socialising with one another, learning new skills simply by taking part and working to create a service for the city. These volunteers will be upheld to certain standards to ensure that the station remains a professional workplace and upholds a level of quality.

# Finances

To effectively operate BA1 Radio needs to be of sound financial standing to ensure it can help its volunteers and the people it supports. This section sets out the initial startup costs for the station and its ongoing financial requirements.

Our initial startup costs are predicted to be around £5000, excluding VAT. A full accurate table of items and their cost can be found below.

Equipment for the studio will be around £4500 which includes all of the fundamentals required to achieve a fully operational radio station. This includes equipment such as computers, mixing desk and compressors.

After startup it is predicted that there will be considerably lower runnings costs, which will be approximately £2000 per year for the licensing, insurance and rent.

## First Year Startup Costs

Name	Description	Price (inc Tax)	Price (Ex Tax)	Quantity	Total
D & R Airlite	Mixing Console	£1,710.00	£1,368.00	1	£1,368.00
Behringer UMC404HD	USB Audio Interface	£83	£66.40	1	£66.40
Myriad Subscription	Playout System	£479.88	£383.91	Per Annum	£383.91
Behringer C-1 Studio Condenser	Microphone	£40	£32	2	£64.00
Microphone Stand	Mic Arm	£14.99	£11.99	3	£35.97
Behringer HA8000 V2 8-Channel Headphone Amplifier	Headphone Amplifier	£119	£95.20	1	£95.20
Beyerdynamic DT770	Studio Headphones	£119	£95.20	3	£285.60
IYYAMA e228hs-b1	22inch HD computer monitor	£96.80	£77.40	1	£77.40
Behringer MS40	Digital monitor speaker pair	£133	£106.40	1	£106.40
Netgear GS316-100UKS	Network Switch	£54.99	£43.99	1	£43.99
Intel NUC - NUC7CJYSAL	Presenter Desktop PC	£190	£152	2	£304.00
Stream PC	Stream Music to Shoutcast Server	£359.00	£287.20	1	£287.20
WD RED 4TB drive	Hard Drives for NAS	£109	£87.20	2	£174.40

Raspberry Pi	Mini PC for studio display	£35	£28	1	£28.00
Cables	Sound + PC Cables	£75	£75	1	£75.00
Furniture	Chairs, desks, etc	£400	£400	1	£400.00
PPL License	Small webcast license	£269.80	£219	Per Annum	£219
PRS	License	£165.60	£138	Per Annum	£138
Hosted Virtual Server	Stream Hosting	£185.88	£148.70	Per Annum	£148.70
Studio rent	-	£2,000	£2,000	Per Annum	£2,000
Insurance	Contents	£250	£250	Per Annum	£250
	Public Liability				
	Libel and Slander				
Fire Extinguisher	-	£30	£30	-	£30
Unexpected Expenses	-	£500	£500		£500.00

## Income

To generate income to maintain the organisation and ensure its viability a mixed approach will be taken. Primarily funding will be raised from grants. This funding will then be supplemented by fundraising and small scale sponsorship of the charity.

The gain funds via sponsorship BA1 Radio will be looking for 3 companies, organisations or individuals to give a minimum of £500 to be featured on our website and potentially have a show talking about themselves at the start of the year. Each year this should provide £1500.

Yearly ongoing costs such as licensing and insurance should be covered by sponsorship of the station with further funds from fundraising and grants going into equipment and improvement of the station.

The mix of grants, fundraising and sponsorship will ensure that even if funds cannot be gained one way there are contingencies in place to continue operations. This also ensures that all costs can be covered by the station as grants can often limit funds to certain expenses.

# Risk

In order to effectively manage the organisation the risks that threaten the operations of it should be acknowledged and taken into consideration. There are many risks that are present when running an organisation, some are more impactful than others.

The risk assessment below ensures that risks have been taken into consideration and that steps have been taken to avoid the consequences if they occur. These are a selection of what is believed to be the biggest risks the organisation may face. Undertaking a risk assessment of every possible risk would be ineffective. This risk assessment will help to ensure smooth and successful operations, even when some risks occur.

	Probability		
Impact	High	Medium	Low
High		Not enough money to finance the organisation and its activities	We lose access to premises and have to find new premises  Security of facilities and equipment
Medium		Trustees lack experience in an area or are unfamiliar with particular processes  Lack of legal knowledge surrounding responsibilities of board and organisation	
Low			

Risk	Management Strategy
Not enough money to finance the organisation and its activities	The budget should be tightly controlled with regular reviews to ensure that we are working within the organisations means. In the event that finances are limited a campaign to raise more immediate funds should be undertaken as well as cost saving measures taken by the board.
We lose access to premises and have to find new premises	To prevent this from happening, communications with the owner of the site should be maintained and prioritised as a key stakeholder. Potentially legal options should also be researched to implement contractual agreements to ensure there is no sudden changes.
Trustees lack experience in an area or are unfamiliar with particular processes	Where individual trustees are lacking in experience they can undertake training in areas to improve understanding. The board as a whole may lack experience in areas like finance or legal matters. Where this is the case we should seek counsel or look to appoint members to the board with the relevant experience.
Lack of legal knowledge surrounding responsibilities of board and organisation	Every member of the board should be properly briefed on their legal and regulatory responsibilities. This should be enforced with a thorough on boarding process for trustees and volunteers alike.
Security of facilities and equipment	The security of the facilities and equipment must be maintained through the use CCTV, Insurance and managing access to the studio. This will mitigate theft and damage from accidents.