



## Sponsorship Pack

Radio Clatterbridge is a community hospital radio station which has been broadcasting for over sixty years. 2011 saw the introduction of a new AM transmitter, allowing us to reach the entire Clatterbridge Health Park. We are now looking for sponsorship to help meet our congoing costs.

In this pack you will find sections on:

Our History

Testimonials

Programmes

The Beatles Connection

Listener Demographics

Funding

Sponsorhip



For more information please visit our website at the address below.

If you do not want to sponsor us, would you consider a donation from your company to the station?

**Radio Clatterbridge, Clatterbridge Health Park, Wirral CH63 4JY**

**0151 482 7888**

[www.radioclatterbridge.co.uk](http://www.radioclatterbridge.co.uk) | [studios@radioclatterbridge.co.uk](mailto:studios@radioclatterbridge.co.uk)

## History

### 1950s

In April 1951 Radio Clatterbridge began its life as a group of boys from a local youth group visiting patients at Clatterbridge Hospital and playing them songs from a portable record player.

So popular was this idea, that it soon became possible to buy permanent gramophones and "broadcast" the songs back to the patients, via land-line.



### 1960s

By now the new radio station was broadcasting a number of programmes every week. One of those, Sunday Spin, became a milestone in musical history. The presenter, Monty Lister, broadcast the first radio interview with a new up-and-coming band, called The Beatles (see The Beatles Connection page.)



### 1970s

As technology advanced, a move of premises took Radio Clatterbridge into Larch House. The station remained in these studios for nearly two decades.

### 1980s

Digital technology was first introduced during the late 1980s, as the station (now equipped with two studios) took delivery of its first compact disc player.

## History



### 1990s

1993 saw the official opening of Radio Clatterbridge's new temporary home near to St John's Hospice. The temporary move lasted until the end of the decade!

MiniDiscs slowly replaced the old cart machines for playing jingles on air.

### 2000s

The charity made its permanent move in to a custom-build Studio Complex in what was the old boiler house, renamed Larch House, over the winter of 2000/2001. Successful applications for a number of grants enabled the station to provide a new studio fit for the new millennium.



Radio Clatterbridge was re-launched and reopened in 2001 by Monty Lister. The station soon launched 24 hour programming to the patients and staff.

### 2010s

Radio Clatterbridge moved well and truly in to the 21st Century with the introduction of AM broadcasting.

The station's new aerial and transmitter built in 2011 means that, for the first time, the whole health park can now hear Radio Clatterbridge.

More information at [radioclatterbridge.co.uk](http://radioclatterbridge.co.uk)

## Testimonials



Former Chief Executive Frank Burns also appreciated the value of Radio Clatterbridge on the hospital site. Interviewed on air, he had this to say:

*“Services like Radio Clatterbridge are absolutely fundamental to helping to maintain the morale of patients.”*

He continued:

*“The morale of patients is just as important to their care and to the outcome of their care as the skills of the doctors, nurses and other staff.”*

Peter Evans, the Catering Manager at Firtrees Restaurant, was in reminiscent mood when reflecting on past links between the on-site restaurant and the radio station:

*“Our link to Radio Clatterbridge goes back a long way. I always remember when it was at the top end of the site, the radio would phone us for the menu of the day on a regular basis before the menus were well promoted.”*

Amused by his recollections, he went on:

*“The Head Chef would come on (air) with ‘This is what you are getting!’”*

Today the restaurant is featured on our Community News bulletins. It has also hosted an exhibition on our history for Hospital Broadcasting Week.



## Programmes

At Radio Clatterbridge, we have an easy listening music policy but have a diverse set of programmes to appeal to all tastes.

Our 24 hour schedule is frequently revised and updated. The latest details are available at [www.radioclatterbridge.co.uk](http://www.radioclatterbridge.co.uk)

The station won bronze in the Best Promo award category at the 2005 Hospital Broadcasting Awards.

### Weekdays

#### 5am Light and Early

Relaxing chat and easy music to start the day, plus a look at today's programmes

#### 7am Breakfast

Looking back at this day in history, plus The Guide to what's happening locally

#### 10am The Coffee Club

Great music through the morning, topical chat and the Coffee Break at 11

#### Noon Midday Memories

The music and headlines from two classic years - but can you work them out?

#### 1pm Afternoon Edition

Featuring comedy, fascinating facts, local music and much more

#### 4pm The Teatime Show

With a classic TV theme and another song from the Clatterbridge music vaults

#### 6pm The Most Wanted

An hour of our most popular requests played non-stop

#### 7pm Live From The Bridge

Two hours of music, conversation and details of the Team of the Week

#### 9pm Radio Clatterbridge Presents...

Specialist music programmes, featuring everything from rock 'n' roll to soul

#### 10pm Late Night Love Songs

End your day with some of the world's most romantic music

#### Midnight Night Tracks

Back-to-back songs to get you through the small hours, with hourly news updates

### Saturdays

**8am Weekend Breakfast:** Great music to get your day started

**10am In The Mix:** Stories from the tabloids, TV themes and more

**Noon Lunchtime Live:** Including Midday Memories and a full sport preview

**2pm Saturday Sequence:** Great music and scores from Liverpool, Everton & Tranmere

**5pm Music's Greatest...:** A sixty-minute special looking at the biggest names in pop

**6pm Saturday Night Party:** Four hours of floor fillers from the 70s and 80s

### Sundays

**8am Weekend Breakfast:** Great music to get your day started

**10am Easy Like Sunday Morning:** Easing you into the laziest day of the week

**Noon Sunday Service:** Including Midday Memories and Triple Play Connection

**2pm The Graeme White Show:** Test your knowledge with the Brain Teaser

**4pm Stage and Screen:** Tunes from your favourite musicals and films

**6pm Back Tracks:** Music from the Clatterbridge archives and a classic album

**8pm Sunday Session:** Classic tracks to finish off the weekend

## The Beatles Connection



Radio Clatterbridge re-lived its greatest scoop in 2002 when it aired again the first broadcast interview with the Beatles, forty years since it was first heard.

The interview was recorded with the band a few days after Ringo joined. They were playing at Port Sunlight's Hulme Hall when presenter Monty Lister went along to interview them.

On the recording Paul McCartney remarked that John Lennon was the leader of the band and drummer Ringo Starr talked about the new record they had just released called Love Me Do!

At the time, the Beatles were still travelling to Hamburg to play gigs, had yet to have their first number one and even laughed off suggestions that they were going to be famous.

Monty was reunited with his assistant Peter Smethurst for the programme.

Peter said: *"We've got to thank Monty for having the foresight to come up with an interview like that. A one off."*

Local Beatles historian Ray O'Brien also joined in the debate programme about the interview and the Fab Four's early days.



The band's former publicist, Sam Leach, was also there. He said: *"I'd never heard all of it before. Monty did a good job.."*

More information at [radioclatterbridge.co.uk](http://radioclatterbridge.co.uk)

## Listener Demographics

Clatterbridge Health Park now hosts a variety of local health trusts, all providing services for people with very different needs. People from all walks of life are admitted as patients. Radio Clatterbridge therefore has an extremely wide audience base.



The station broadcasts via a network of land-lines or touch screen terminals in part of Oncology. The average listener is generally middle-aged or older, although there are significant numbers of younger people in the hospital.

Radio Clatterbridge volunteers are eager not to omit anyone from their programmes or ward visits!



The average stay for a patient at Clatterbridge is about eight days. It has many day patients and equally some people have to stay in hospital for a number of months. The bed turnover rate is very high.

For an idea of the potential audience, at the last count, there were 10,000 stays of at least one night during a financial year.

## Funding



Being a small registered charity, Radio Clatterbridge has an uphill struggle to raise the cash needed to sustain its valuable service.

The new studios sound and look fantastic, but the facilities have come at a cost. Around ten thousand pounds was spent on equipping and fitting out the main studio.

Donations from Wirral Hospital NHS Trust, Clatterbridge Centre for Oncology, Clatterbridge Hospital League of Friends and Littlewoods plc (coupled with successful grant applications from the National Lottery and British Gas) has enabled the station to install some of the most state-of-the-art equipment in the industry. Though, it doesn't end there.

Radio Clatterbridge now needs to continually upgrade, improve and replace its equipment. There are regular running costs, such as Insurance, phone bills etc., and there is always the need to buy new and replacement music.

In total, it's estimated at least five thousand pounds is needed every year, just to keep the station running.



All donations (either financial or musical!) are gratefully received. Every little helps.

More information at [radioclatterbridge.co.uk](http://radioclatterbridge.co.uk)

## Sponsorship

We need sponsors for our regular features (the Staff Selection - staff choose the music and Most Wanted - listener favourites).

In 2011 Radio Clatterbridge played hundreds of listener requests. Below are the most requested singers and songs:



As you can see from the funding section, Radio Clatterbridge is funded by donations from local people, business & grants as well as charging a membership fee to its volunteers!

There are opportunities for any local business to sponsor a programme or feature broadcast on Radio Clatterbridge. From January 2010 Home Instead Senior Care Wirral became sponsors of our Community News where local charities utilise this free-of-charge service to get their message across (e.g. the 2005 Age Concern's Money Maze and the hospital's own Clean your Hands campaign).

- 1 **Michael Bublé**  
*Haven't Met You Yet*
- 2 **Neil Diamond**  
*Sweet Caroline*
- 3 **Robbie Williams**  
*Angels*
- 4 **Tina Turner**  
*The Best*
- 5 **Adele**  
*Set Fire To The Rain*

Your company may want to advertise on the website. Check it out at [www.radioclatterbridge.co.uk](http://www.radioclatterbridge.co.uk).

To discuss sponsorship possibilities in more detail, please send an e-mail to [studios@radioclatterbridge.co.uk](mailto:studios@radioclatterbridge.co.uk) or contact the station at **Sponsorship, Radio Clatterbridge, Clatterbridge Health Park, Wirral CH63 4JY.**

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