



Organisation Name	Red Kite Radio
Project Name	Support for Red Kite Radio following Covid 19
Funding Stream	Community Area Priorities
Total Cost of project	£2000
Amount of Match Funding	0
Amount being applied for	£2,000
Amount suggested	£2,000

Project Summary

Red Kite Radio is a company limited by guarantee and is the community radio station covering Haddenham, Princes Risborough, Thames, Chinnor and all the surrounding villages. It provides entertainment and information for a potential of 50,000 listeners per day who reside in the broadcast area. While Red Kite Radio is not a charitable donor in its own right, it undoubtedly helps to add many tens of thousands of pounds to the fund-raising efforts of local organisations by increasing attendance at charitable events and publicising good causes. The publicity also acts as a motivator for volunteers and reinforces their sense of accomplishment and that their efforts are recognised. It is difficult to put a value on that, but voluntary groups, like commercial organisations only thrive if their staff are motivated and recognised. Red Kite Radio undoubtedly helps in that regard and is one of the very few ways that worthy efforts can be publicised locally.

The Red Kite Radio team, all of whom are unpaid volunteers, work tirelessly to provide a really professional local radio service that listeners regard as being on a par with BBC regional radio and commercial radio providers in terms of both the quality and variety of content and the polished presentation of their shows. Because the content of shows has a wide appeal, they maximise the listenership of local people and because the local news and events publicity is focused on the immediate vicinity, it has a far greater relevance to local people. Red Kite Radio interviews leaders of community groups, charities and societies and regularly do outside broadcasts at local events, such as fetes, the annual Florence Nightingale Hospice midnight walks and other local fundraisers, all of which raise money for local causes. It provides a free service for any worthy organisation to record and broadcast their own messages to the local villages.

Red Kite Radio has experienced almost a total loss of income since COVID 19 lockdown has occurred through loss of advertising revenue and fundraising from local events. This has left the station in an extraordinarily difficult situation as it still has substantial annual financial outlays to OFCOM and PBS/PRS for broadcasting. In addition the station is almost exclusively having to 'work from home' for all its broadcasters, which has meant buying microphones, laptops and other essential paraphernalia to enable its team to undertake their broadcasts. The £2000 would go some considerable way to helping the station to survive.

How does the project address local priorities?

The Community Board agreed its priorities on 9 July which included a priority for **Economic Regeneration**. This project will contribute towards the health and wellbeing and support to those socially isolated listeners, who do not have access to the internet or are not connect to social media, particularly the elderly within the broadcast area.

How does the project align with the values, objectives and corporate priorities of Buckinghamshire Council?

Corporate priority: Strengthening our communities: Red Kite Radio is the community radio station covering Haddenham, Princes Risborough, Thame, Chinnor and all the surrounding villages. It provides entertainment and information for a potential of 50,000 listeners per day who reside in the broadcast area. While social media provides a vital role in communicating events, community radio reaches a wider audience that is not segmented by parochial interests in the way social media operates, so reaches a different and wider audience than local Facebook, Instagram and WhatsApp groups.

Corporate priority: Protecting the vulnerable: The station has undoubtedly helped many socially isolated young and old within its broadcast area. In addition, it has helped those who have been suffering with depression and mental anguish throughout the recent lockdown periods as evidenced by the many listeners providing feedback to the station.

Corporate priority: Increasing prosperity: While Red Kite Radio is not a charitable donor in its own right, it undoubtedly helps to add many tens of thousands of pounds to the fund-raising efforts of local organisations by increasing attendance at charitable events and publicising good causes. Over the past year Red Kite Radio has attended and broadcast from dozens of events and promoted probably hundreds. Notable events which they attend (all of which raise money for local causes) include:

- The Haddenham Feast – a week-long 'showcase' promoting culture and the arts in Haddenham Village
- Haddenham Fete – raising money for village causes
- Haddenham Summer Fest – a beer festival attended by thousands from surrounding counties that raises money distributed to local charities. Organised by Haddenham Beer Festivals Trust – Charity Number 1136844 which distributes over £100,000 per year.
- Haddenham Winter Fest – the same as Summer Fest but held in December.
- Chilton Village Fete • Kop Hill – a hill climb event attracting participants and visitors from all over the country and which in 2019 raised £109,000 and has raised over £750,000 over the last 10 years.
- Chearsley Village Classic Car Day, raising funds for the community.
- Cuddington Village Fete

But this is just a small selection.

How does the project achieve value for money?

Keeping the radio station is essential in helping our community and supporting vulnerable listeners. The £2000 being applied for will help to support those listeners that rely on this service. It will also continue to provide a vital role in publicising good causes and increasing attendance at charitable events.

Community Board Coordinator comments

This application has been fully assessed by the Economic Regeneration subgroup in line with the Community Board funding criteria, and based on this and the evidence above, it is recommended as a project which is suitable to receive funding from the North West Chilterns Community Board.

The applicant will be required to agree to terms and conditions, which include a monitoring agreement, as discussed with the Community Board Coordinator before the fund will be formally awarded.

