

# Carillon Wellbeing Radio

- **A Community Radio Station**
- **Created by the Voluntary Sector**
- **For the Public and Voluntary Sector**
- **In Leicestershire**



# Thank You!



- OFCOM Licence
- Going out in every health and care setting across (W) Leicestershire
- Providing information about ways to Wellbeing
- To people who aren't really listening

# Why?



## Community radio

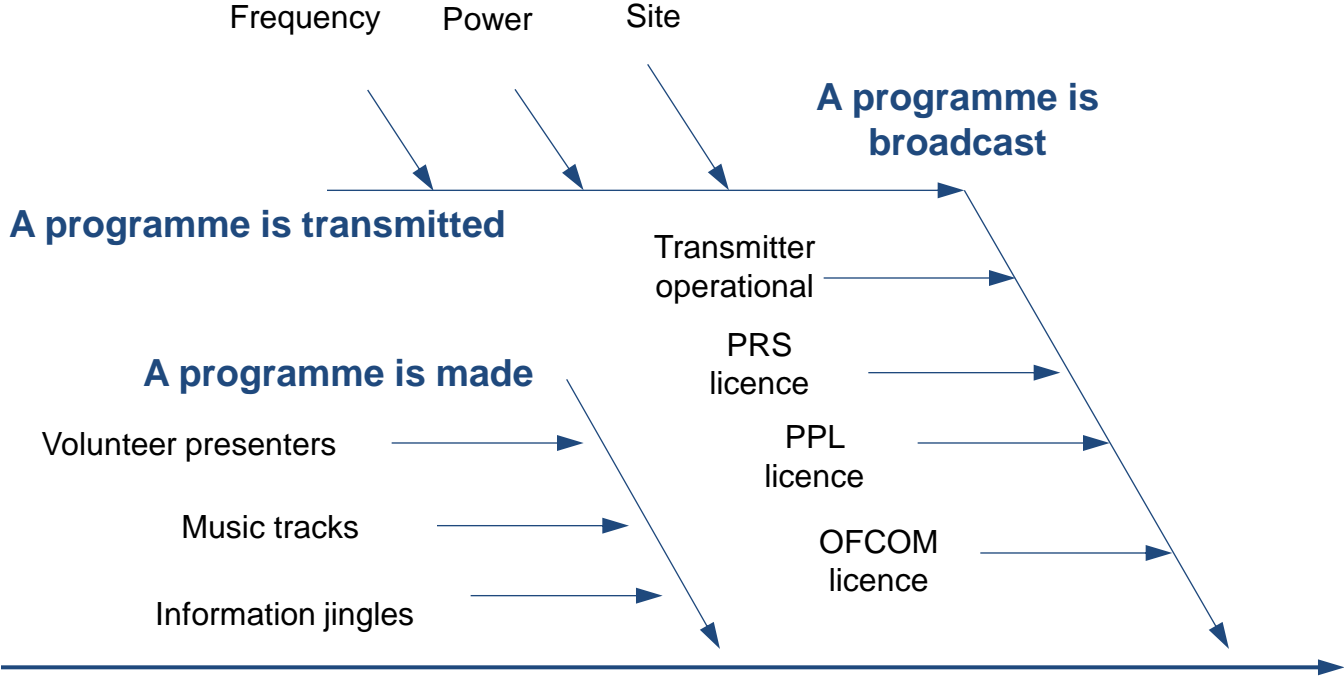
- Aligns with your priorities
- Reaches your target audience
- Responds to your needs
- Creates resilient communities

# How?



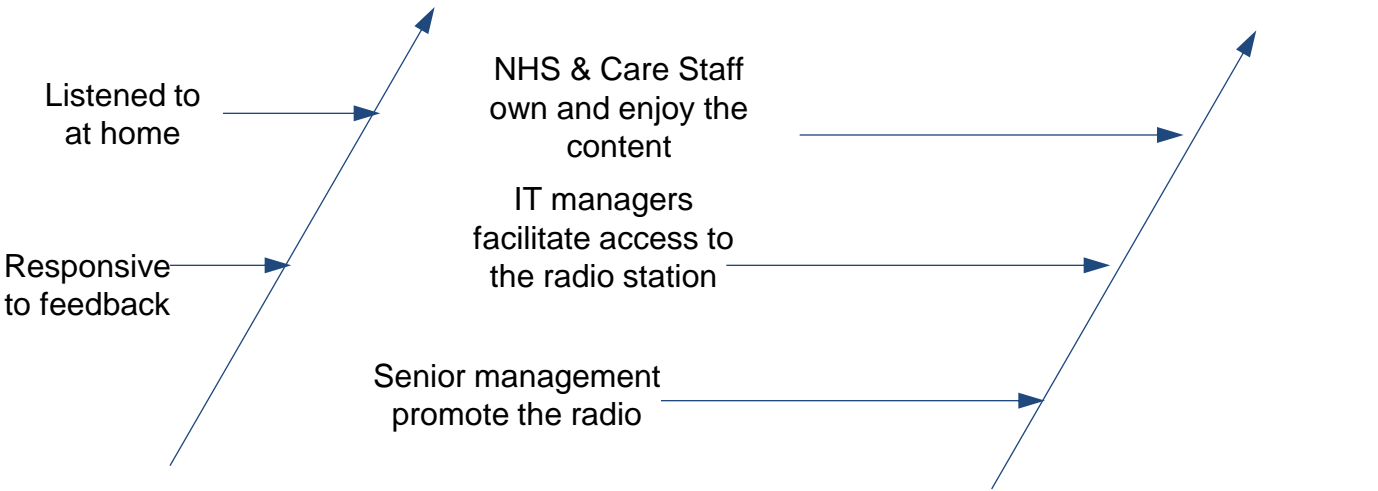
- Seasonal campaigns
  - Summer burglaries
  - Schools admissions
  - Dehydration
  - Grass cutting
  - Flu-jabs
- One-off information
  - Road closures

**CREATED BY THE  
COMMUNITY**



**A receptionist  
switches on  
Wellbeing Radio**

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**ENJOYED BY  
CITIZENS**

**SUPPORTED BY THE  
PUBLIC SECTOR**

Help from Highways to put up the poles

Frequency Power Site

A programme is broadcast

CREATED BY THE COMMUNITY

A programme is transmitted

Transmitter operational

PRS licence

PPL licence

OFCOM licence



A programme is made

Volunteer presenters

Music tracks

Information jingles

A receptionist switches on Wellbeing Radio

Listened to at home

NHS & Care Staff own and enjoy the content

IT managers facilitate access to the radio station

Senior management promote the radio

Responsive to feedback

ENJOYED BY CITIZENS

SUPPORTED BY THE PUBLIC SECTOR

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# A Sustainable Transformation

- Commitment from senior management
  - **Named contacts in IT and Communications**
  - Identify barriers and enablers
  - Integrate with existing IT
  - Provide information to disseminate
  - Integrate with existing promotional systems
  - Promote service to staff, citizens, service users, patients and carers
- A gift economy



# Any Questions?

