



Aylesbury Town Council

What Mix96 means to the community of Aylesbury

A collection of case studies prepared

for Bauer Media

Mix96 Vox Pops

A constant companion
Matt M

Mix96 ran a competition, I was nominated and selected for my volunteering and I met the Queen. Thank you to Mix96 for the wonderful memories.

Sherrilyn B

Mix 96 helped promote my husband his friend's charity event to raise vital funds for local special needs school Booker Park. They did an amazing interview and were extremely supportive in raising awareness

Kerri JC

Love Mix96 handy for travel when working

Katrina F

I always enjoy listening to Mix 96 and my husband loves listening to it too

Sheryl A

Very helpful when there was snow, the weather in general, the pollen counts; traffic and road problems and just what's going on in the Town and around would be a big loss.

Cherry Q

Their help with the Buckinghamshire Trading Standards scams team has been invaluable.

Martina S

Always helping local businesses and charity events in the area.

Chris T

Although I live in Dunstable I still listen to Mix 96 long may it remain.

Thomas L

Lockdown restrictions due to CoronaVirus have been hard and lonely to a lot of people and I can only imagine that many have turned on Mix 96 to listen to a familiar voice for some sanity.

Julie P

I listened to the very first airing and still listen today, I can't imagine my day without them

Karen S

Ben and Nia have helped me stitch up my hubby on Valentine's Day with making up a song for him and singing to him in public.

Maria D

I boast to my friends in other areas about our wonderful local station

Catherine P

They are the heart and soul of Aylesbury

Kelly K

BucksTV did a two part feature on Mix96's 25 year anniversary – watch it here:

<http://www.buckstv.co.uk/25-years-of-mix-96>



Mix96 and Florence Nightingale Hospice Charity

Mix96 have been huge supporters of local charities since their launch and Florence Nightingale Hospice Charity are extremely thankful to the whole team over the past 21 years for their enthusiastic support and fundraising for us, both on and off air.

The amount of free coverage they have given to our fundraising events, our Volunteers, our Shops and the work of the Hospice has been invaluable. Not only have they promoted our events on air, they have sponsored, attended and taken part in so many over the years including our Sunflower Challenge back in 1996, Midnight Walk, the SuperHero run and our ColourRush events.

Beyond the promotion of our events, they have also supported Florrie's, our Children's Team, through a Telethon, the annual Mix96 Toy Appeal at Christmas and they include Florrie's children in their Easter Egg Appeal every year.

In 2014, the Hospice's 25th anniversary year, Mix96 chose the Charity as its Charity of the Year and were a constant presence throughout the Charity's PR and fundraising that year, creating a buzz around our fundraising events and massively increasing awareness of and engagement with the Charity's message and purpose.

We are incredibly lucky to have a radio station with such a community focus and which features so much community content in Aylesbury Vale, and if this disappears then we will find it increasingly difficult to promote our fundraising and the work of the Hospice to such a wide audience – particularly those who are not regular users of social media or readers of the *Bucks Herald*.





Mix96 and Wheelpower

Aylesbury Vale is the birthplace of the Paralympic movement with Stoke Mandeville Hospital being at the centre of it.

In 1944 that Professor Sir Ludwig “Poppa” Guttmann set up a spinal injuries unit at Stoke Mandeville Hospital to look after war casualties. Professor Guttmann introduced a new approach to the way spinal injury patients were treated. His goal was always the integration of these patients into society so they were able to live a fulfilling life post-injury. Sport was a vital part of Professor Guttmann’s rehabilitation programme and in 1948, on the lawns of Stoke Mandeville Hospital, he organised an archery competition for 16 paralysed men and women to coincide with the opening ceremony of the 1948 Olympic Games in London.

WheelPower are at the centre of this and what follows is their experience of how Mix96 are vital to their ongoing fundraising.



The Mix 96 Tour de Vale Charity Cycle Ride organised by WheelPower

Over the past 17 years the Tour de Vale Charity Cycle Ride has raised vital funds for Buckinghamshire based charity, WheelPower. With the support of the local community and radio station Mix 96 the event has grown significantly and is now one of the highlights on the local events calendar.

The Mix 96 Tour de Vale is run by WheelPower, the national charity for wheelchair sport, based at the home of the Paralympic Movement, Stoke Mandeville Stadium. It is our biggest fundraising event of the year and something that the charity looks forward to hosting every year. The event has raised over £600,000 since 2003 seeing 20,000 cyclists taking part and has allowed WheelPower to reach thousands of disabled children and newly injured adults throughout the UK, promoting the importance of health and wellbeing through the benefits of sport and physical activity.

In 2019 the Mix 96 Tour de Vale attracted over 1400 riders of all ages, abilities and fitness levels, creating an event that's inclusive, family friendly and community driven. The riders have three scenic routes to choose from, which all start and end at Stoke Mandeville Stadium, and take them across the beautiful Buckinghamshire and neighbouring Oxfordshire countryside.

2019 saw the events largest fundraising total to date, as the grand total topped £56,000. As Jo Hall, Event Organiser comments: "Year on year our local community supports our ride and yet again a fantastic amount of funds have been raised to continue our work of helping disabled children and adults take part in sport. It was a fantastic day and we are hugely grateful to everyone who took part. The event would not be possible without the support of our incredible volunteers, sponsors and supporters".

Kris Aves, WheelPower Patron, commented: "Without events like the Mix96 Tour de Vale Charity Bike Ride, WheelPower wouldn't work. This main event supports the introduction of disabled people into sport, whether it is at the Inter Spinal Unit Games, sports sessions during their hospital rehab, or at sports camps".

Chief Executive of WheelPower, Martin McElhatton comments "The Mix96 Tour de Vale Charity Bike Ride is WheelPower's biggest fundraising event and we are delighted that it attracts participants including families, new cyclists and keen one from our local community here in Buckinghamshire. The vital funds it raises help us to support people like Kris who have had life changing injuries. By providing access to sport and physical activity WheelPower help people to overcome their injuries and see a positive future. I am hugely proud of this event and greatly appreciate everyone who supports it taking place each year'.

Over the past 12 years our local radio station Mix 96 has supported the Tour de Vale through key sponsorship, marketing and promotion. During these years of growth the charity has built a very strong working relationship with the staff at the station and with their support the event has developed into the special event we have today. The Tour de Vale brings our community together, raises awareness for our charity and history of Stoke Mandeville, and most importantly gives the people of Aylesbury & surrounding areas an event to be truly proud of. Mix 96 are an integral part of its success and we are truly saddened to hear about the current plans to close the station and anticipate a devastating effect on our charity bike ride.

Transforming lives through sport

WheelPower, Stoke Mandeville Stadium, Guttman Road, Stoke Mandeville, Buckinghamshire, HP21 9PP
Tel: 01296 395995 Email: info@wheelpower.org.uk www.wheelpower.org.uk

Royal Patron: HRH The Prince of Wales KG, KT, GCB, OM, AK, QSO, PC, ADC
Patrons: Ade Adepitan MBE, David Barnett, Annabelle Christie, Baroness Grey-Thompson DBE, Paddy Hopkirk MBE, Roger Jelfcoate CBE DL, The Countess of Westmorland
President: The Hon. Mrs Mark Vestey Life Vice President: Kevan Baker OBE
Vice Presidents: Ann Cutcliffe OBE, Dennis Guttman FRCP, Sally Haynes MBE, Glyn Hibbert, Mark Jarrad, Rod Jones, Eva Loeffler OBE, Baroness Masham, David Skinner
Chairman: Rob Wilson Chief Executive: Martin McElhatton
Charity registration number: 265498 The British Wheelchair Sports Foundation Limited (WheelPower) registered office: as above Company registration number: 01059490

Registered with



FUNDRAISING
REGULATOR



Mix96 and GK Plumbing

Over the last few years GK Plumbing have advertised extensively with Mix96 sponsoring the Duck Race, Pancake Race (I think we've been doing this for about 5 years now, but only won once!!), January Blues, Safe Steps to School campaign, we've sponsored the Mystery Years, the Breakfast Show and currently we are on the hour.

Closest to our hearts on a personal level, was when Mix96 highlighted the fundraising campaign that our son's old nursery was doing to raise money for CLAPA (Cleft Lip and Palate Association). Our son was born with this condition so to raise awareness locally by using Mix 96 was incredible!

I work very closely with Julia in Sales to ensure our business gets to sponsor key programmes, we have done work in many of the teams' houses (notably Nathan had a new boiler last December and we installed one at Ben's house just 2 weeks ago!), and Wes also let our daughter visit the studio and take part in the show. They are such a lovely group of people, warm and generous and kind.

We love being associated with Mix and working alongside them. To lose this vital link to the local community would just be tragic! People love Mix because it is local, otherwise if you just want a homogenous pleasant commercial radio show to listen to then we can take our pick from Heart, Capital, Smooth FM etc.

Local radio is the best way to reach the parts of the community which otherwise would not get to hear of local events. Social media and print media will not have the same impact.





Mix96 and Aylesbury Town Council

Aylesbury Town Council's relationship with Mix 96 has always been good and the last 5 years has shown that relationship go from strength to strength.

Since 2016 Councillors have taken part in the Annual Pancake Race, in 2018 we assisted in the naming of the Ben & Nia Roundabout where Mark Willis (as Mayor) cut the ribbon, in 2019 there was a joint promotion with Mix96 and Santapod Raceway for the Town Council's Soapbox Derby, this was a great sponsorship package for the event and was facilitated by Mix96. Arrangements like these save tax payer money and promote the station.

In 2018 we negotiated a brilliant sponsorship package for Parklife Weekend – in exchange for their banner over the second stage and social media tags they provided a 2 week on air package with recorded advert and presenter reads in the weeks prior to the event. This package would have cost in the region of £5k if paid for directly.

2020 was going to see Mix96 taking ownership of the second stage at Live in the Park, where the sponsorship package was to be extended to them providing (sourcing and paying for) all of the acts on this stage, to partner with their Discovers acts. This was going to result in lots of additional on air promotion, presenters on stage and the further growth of Live in the Park and our relationship with Mix96.

We have assisted with a number of campaigns and projects including box of bras, the Easter egg appeal and more recently a green initiative with a drive to Bourg-en-Bresse (Aylesbury's Twin Town) in an electric vehicle.

Mix96 will often call the Events team if they need assistance with anything happening in the town centre and that two way communication is always open.





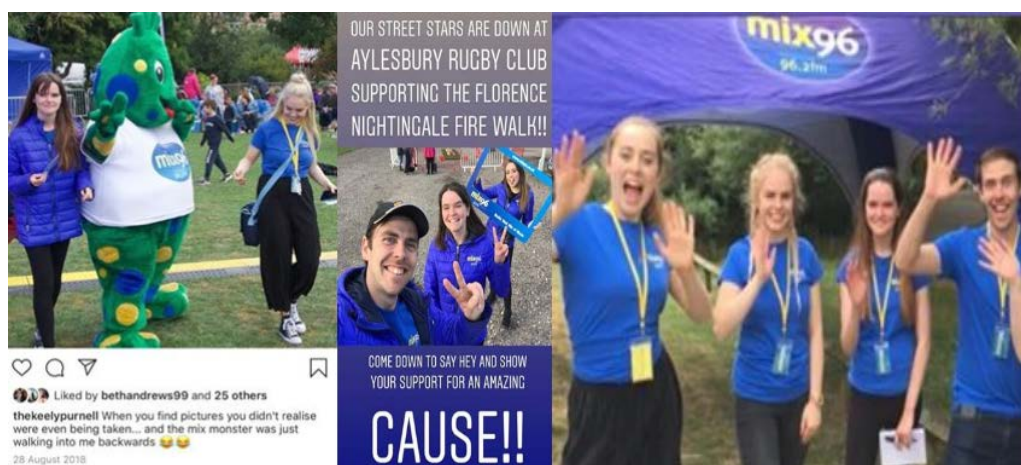
Mix 96 and the Street Stars

The Mix96 Street Stars have been an integral part of Mix96 for many years and they're the visible, bubbly face of the radio station in Town, at events, at fund raisers, taking part in charity walks, charity runs, charity cycles and all manner of other activities across the Town. They're also often accompanied by the Mix96 Monster who delights and terrifies small children in equal measures.

Collecting Easter Eggs or Christmas Presents for under privileged children in Town, collecting tins for the Food Bank, collecting bras for the bra appeal, the list goes on and all done with a smile, a wave and the chance of a photo opportunity.

Since 2016 Street Stars have attended lots of Aylesbury Town Council events, taking pictures and giving out flags and stickers to our visitors. Then pictures go onto their website. This used to be a free service but in 2018 we started to pay a nominal fee of £150 per event. With this fee there are "presenter reads" 4 times a day in the 4 days leading up to the event – which is great publicity. Survey figures show that when the Mix96 Street Stars attend an event, combined with the presenter reads in the days prior to the event, a higher proportion of visitors state Mix96 as their source information, compared to when the package isn't utilised. This is both a benefit to the Town Council, with additional promotion and to Mix96 with the association to the popular free community events in the town.

Without the street stars the charity pushes wouldn't have been so successful, the events wouldn't be so visible and well attended and they've given a number of young people a chance to start a career in the Town.





Save Mix 96 Founders Story

The last word goes to Amy Scullard who founded the Save Mix96 Facebook campaign...

I remember the launch of Mix 96, it was always on in the background and in the car when I was growing up. I remember ringing in when we saw the Mix 96 hot air balloon and when I knew the mystery year. We had a Mix 96 car sticker. The station has always been there for me.

Now that I am older with my own kids I still have the station on in the background for breakfast, cooking dinner, whenever we're in the car and throughout my non-working days. They play great music and I love that it is based on the local communities feedback through the sound check. But most importantly, the ethos of the station being so community based is the most important aspect for me. I know where the local traffic is (down to the exact location of the roadworks etc), I know what events are happening locally, I hear the kids from the local schools involved and I know about so many local businesses because of their adverts on Mix 96.

It is a station that feels like a reassuring constant, in such uncertain times the DJs are still there, their bubbly-selves with their banter. I feel like they actually *care* about their community and are there to *listen* to us. I have been in the studio to talk about my experience with mental health during their awareness week. Their willingness to promote mental health and acknowledge my struggles to help others locally was invaluable and that experience helped me more than they even know.

My son and I have visited the station when we won a prize and Emmett enjoyed the attention and having his photo with Ben from the breakfast show who was so good with him. He has previously loved meeting the Mix Monster.

We have, on numerous occasions, promoted our charity fundraising events through the station, their facebook page and on their website. I am in no doubt that it boosted our funding.

There are just so many reasons why Mix96 means so much to me and my family and I was gutted to hear we would be losing such a massive local support, the heart of our community that I felt strongly we needed to fight to keep the station. So I enthusiastically set up the Facebook campaign page and despite having an incredibly hectic life, I am happy to dedicate my free time to help fight, even lead this campaign.

We all need Mix 96. It means so much to so many of us.