**Verulam Sport: Community Radio Award Best Podcast 2020**

Verulam Sport have always produced Podcasts based on regular broadcasting. But since the Covid-19 situation caused a lockdown to Radio Verulam’s studios and also to the wider sporting scene the sports team reacted swiftly. We have made podcasting our entire focus since May as we look to ensure we provide sporting content for Radio Verulam listeners as sport is such a crucial part of Community life.

It was important that this podcasting was an extension of the regular Verulam Sport output. So we have now produced over 40 Podcasts since May which aim to provide the listeners with original content highlighting local interviews, regular debates and big name guests.

We place audience participation at the core of everything we do; it is our mantra that ‘it is your show every bit as much as it is ours’. In terms of the weekly debates we encourage engagement from listeners through twitter, email and other social medias. Most shows are a “listeners choice” that come about from suggestion and voting on topics by the fans of the show. We always invite community ideas and are in constant interaction with listeners.

You will hear a lively debate in which the team consider whether Ronaldo has usurped Pele as the face of football and worthy of a place in a hypothetical ‘Mount Rushmore of Sport.’

In terms of interactivity, in a previous audience chosen topic in which the team discuss, ‘Hertfordshire Sporting Heroes’ it is amazing to hear a tweet from a listener who once coached a young Max Whitlock, Gold Medal winning Gymnast.

We always love to showcase the power of sport to prove to be a wonderful charitable force. Plus, we want to keep the listeners up to date with news from St Albans FC. Ticking both boxes here we speak to three generations of the Allinson family. Ian is the St Albans “Saints” Manager, his son David and granddaughter 5 year old Betty Leigh Allinson tell the story of how the youngest member of the family has made a big local impact. Betty has been cycling a mile a day during lockdown to raise funds for the local Garden House Hospice. What makes this even more astonishing is that she has only recently learnt to ride without stabilisers!

It is this kind of local content that we are always so proud to champion. But on brand, another mainstay of Verulam Sport is our commitment to where possible provide the listeners with household name sporting talent. Here you will hear from World Cup One Day International Winner Chris Woakes. He relives the memories from one of the greatest moments in all of English Sporting history. Chris talks us through the summer of 2019 where in front of the home faithful at Lords he was instrumental in ensuring England claimed their first ODI World Cup in the most dramatic of circumstances.

It has been a challenging time for us all but we believe that the resilience and ingenuity of the Verulam Sport team to pivot so swiftly and in a short span to ensure regular lively sporting content is made available is something to be proud of. Plus with the onus on audience engagement we have heard from listeners how much the show has helped them through this tough time emotionally. Although there was a vacuum left with no sport during the enforced layoff we made sure that the community of Hertfordshire still had sporting entertainment.