



# Community Radio Fund

End of year report: 2010/11

Statement

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## Section 1

# Community Radio Fund End of Year Report 2010/11

- 1.1 The Community Radio Fund (“the Fund”) carried out two rounds of grant awards in the 2010/11 financial year (1 April 2010 to 31 March 2011). The Department for Culture, Media and Sport (DCMS) allocated £463,000 towards the Fund for this period. Ofcom administers the Fund on behalf of DCMS and decisions on grant applications are made by a panel which reports to the Ofcom Board. Grants from the Fund can only be made to community radio licensees to support core costs incurred in the provision of community radio services.
- 1.2 Applications for the first grant round opened on 14 April 2010 and closed on 11 May 2010. The Community Radio Fund Panel (“the Panel”) met on 28 June 2010 to consider the applications.
- 1.3 The second funding round opened on 12 October 2010 and closed on 9 November 2010. The Panel met on 24 January 2011 to consider the applications.

## Summary of payments

- 1.4 Ofcom made grant awards to 29 community radio licensees, totalling £465,500<sup>1</sup> (details of individual awards are listed in Annex 1). Almost 60% of these, 17 recipients, had not previously been awarded a grant from the Fund.
- 1.5 In the first round, payments totalled £208,634 and grant awards were made to 14 stations.
- 1.6 Payments totalling £256,866 were made in the second round with grants awarded to 15 stations.
- 1.7 Over the two funding rounds 111 applications were considered asking for a total of £2,059,692.27 (£863,553.81 in the first round and £1,196,138.46 in the second round – some applicants applied in both rounds and two applications were for joint bids that would benefit a number of licensees).
- 1.8 Grants over the course of the year ranged from £8,446 up to £30,769, with an average payment of £16,052.
- 1.9 Raaj FM in Sandwell, which was awarded £15,548 in the second grant round of 2010/11 to fund a part-time Station Sustainability Manager, was unable to fill the role and has returned the funds to Ofcom. DCMS has agreed that this money be added to the Fund for allocation in 2011/12.

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<sup>1</sup> The DCMS allocated £463,000 for the Community Radio Fund for 2010/11. A further £2,500 was returned to the fund from a previous grant recipient, making a total of £465,500 available for the year.

## Panel priorities

- 1.10 The Panel publishes a statement following each funding round which sets out the awards made, reiterates its ongoing funding priorities, and makes additional comments and observations.
- 1.11 During 2010/11, the Panel continued to give priority to considering applications from stations that have not received funding in previous years (mostly new stations) and to those making joint bids. Innovative proposals aiming to promote sustainability within the sector were also encouraged.
- 1.12 Of the 29 licensees awarded a grant, 17 were new recipients. Two grants were to support posts that would benefit a number of community radio stations. In addition, the Panel awarded a grant for a Project Manager and other support for a pilot data collection and analysis project. The project aims to develop an affordable way for UK community radio stations to assess their audiences and community impacts and provide data for grant funders and service delivery clients in particular. The Panel considered that this particular post could in the future benefit all community radio stations.
- 1.13 The majority of the remaining grants were for business development and fundraising positions. The summary statement of awards and additional comments by the Panel are available at <http://stakeholders.ofcom.org.uk/broadcasting/radio/community-radio-fund/>.

## Grant monitoring

- 1.14 The Panel has implemented a reporting procedure to check that grant awards are spent as agreed. An agreement ("the grant agreement") is put in place between Ofcom and each licensee awarded a grant, and this sets out the terms of the award. Successful applicants are obliged to complete a report ("the grant report") detailing how they have spent their grant (see also 'Grant feedback', paragraphs 1.21 to 1.28).
- 1.15 As part of the grant monitoring process undertaken in the last financial year, Ofcom sought clarification from one station, Phonic FM in Exeter on how it had spent its grant. It had been granted £15,000 in the second round of the 2008/09 period for a Station Development Manager. It was found that Phonic FM had not spent a portion of the grant amount in accordance with its grant agreement and the station has agreed to pay back the misspent portion of the grant in instalments spanning three financial years. DCMS agreed that the returned money should be included in the funding available for the next Community Radio Fund round at the time it is paid back.

## Size and future of the Fund

- 1.16 The community radio sector has continued to grow; at the end of the 2010/11 financial year there were 187 stations broadcasting with a further 23 preparing to launch<sup>2</sup>. This compares to 137 broadcasting in 2008/09 and 175 in 2009/10.

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<sup>2</sup> A number of new licence awards were made at the beginning of 2010/11 financial year as part of the culmination of Ofcom's second round of community radio licensing.

- 1.17 The Fund, however, has not increased. DCMS reduced the Fund by £17,000 for 2010/11; this was part of the £6bn savings package announced by the Treasury in May 2010.
- 1.18 DCMS has, however, stated that the Community Radio Fund will continue to be funded by the department for a further four years up to and including 2014/15.
- 1.19 Ofcom was notified in November 2010 that funding for the next four financial periods was confirmed as follows:
- £462,000 for the financial year 2011/12;
  - £448,000 for the financial year 2012/13;
  - £436,000 for the financial year 2013/14; and
  - £430,000 for the financial year 2014/15.

Subsequently, DCMS informed Ofcom that these amounts will be reduced by £20,000 in 2011/12, and £19,000 in the two following years (to support the work of the Community Media Association).

### Panel members

- 1.20 The Panel is made up of three members appointed by Ofcom. The Chairman of the Panel is Kevin Carey, Chair of the Royal National Institute of Blind People and a former member of the Ofcom Content Board. The two other members are Richard Hilton who is a representative of the Community Media Association, the industry body for community media, and Thomas Prag, a member and former Chair of the Ofcom Advisory Committee for Scotland.

### Grant feedback

- 1.21 Ofcom received feedback from licensees which were awarded grants in 2009/10 and extracts from these feedback reports are set out in Annex 2.
- 1.22 Two grants were given in the 2009/10 period to support technical roles. Sine FM in Doncaster said that input from its technical tutor meant the presenter team had *developed to such a degree, they also found new technical confidence which has led to peer to peer support for new presenters*. The station said presenters now feel confident enough to pass on their skills to more inexperienced volunteers.
- 1.23 Recipients of grants to fund station manager roles typically found that this paid position meant structure and regular commitment for the station, freeing up other members, for example Directors, to focus on the strategic development of the station. Felixstowe Radio in Suffolk said the station manager employed with the grant it received created a *“focus for volunteers, and the development of a professional approach to broadcasting”*. Radio Tircoed in Tircoed Forest Village, Swansea, echoed this, saying its station manager helped to ensure that volunteers were properly supported.
- 1.24 Radio Tircoed also found it beneficial to have *“someone full time working on essential routine maintenance”* to ensure the smooth running of the service. For Tulip Radio in Spalding, Lincolnshire, the grant *“came at a most propitious time and had a very*

*significant and beneficial effect upon the initial launch [of the station]. Knowing that an appreciable amount of funding had been raised before we launched allowed us to concentrate upon issues such as presenters, equipment installation and general community liaison”.*

- 1.25 Most licensees that received grants to support sales, fundraising and business development roles found that they were able to increase the station’s sustainability. Several stations have put more robust processes in place through the funded roles and in some cases the positions have continued on a self-funded basis.
- 1.26 For Ambur Sound FM in Ripley, Derbyshire, the appointment of its sales executive gave the station security. The station is now able to generate *“constant sales figures enabling us to plan ahead more than a month at a time”*. The joint sustainability officer at IÚR-fm (Newry, Northern Ireland) and Blast FM (Belfast) led to a longer-term position being created for a commission-based sales representative for the Belfast station, , and the station feels this will *“create sustainability into the future”*. Similarly in County Durham, Radio Teesdale’s part-time fundraising and community outreach officer set up systems around sponsorship and advertising that the station believes will continue to generate income beyond the grant period. Further to this, *“the part-time role of managing the sponsorship and advertising revenue is now well established within the organisation and has become self-financing”*. The station intends to maintain this role for as long as it continues to be self-funded.
- 1.27 Bro Radio in Barry (Wales) has had a sales and fundraising manager in place who has developed a sales, accounts and contract system. The station feels this role has also *“helped to promote the station in the community”*. Somer Valley FM in Midsomer Norton, Somerset, has found that its fundraiser has enabled the station to develop a number of different revenue streams.
- 1.28 The fundraising and marketing officer post at Community Voice FM in Middlesbrough enabled the station to *“upskill our volunteers, improve our marketing, develop new partnerships and put the organisation in a stronger position to be able to become sustainable in the longer term.”*

**Section 2**

# Comparisons with previous years' funding

## Size of the Fund in previous years

2.1 The total amount available in the Fund for each financial period since 2005/06 is set out below.

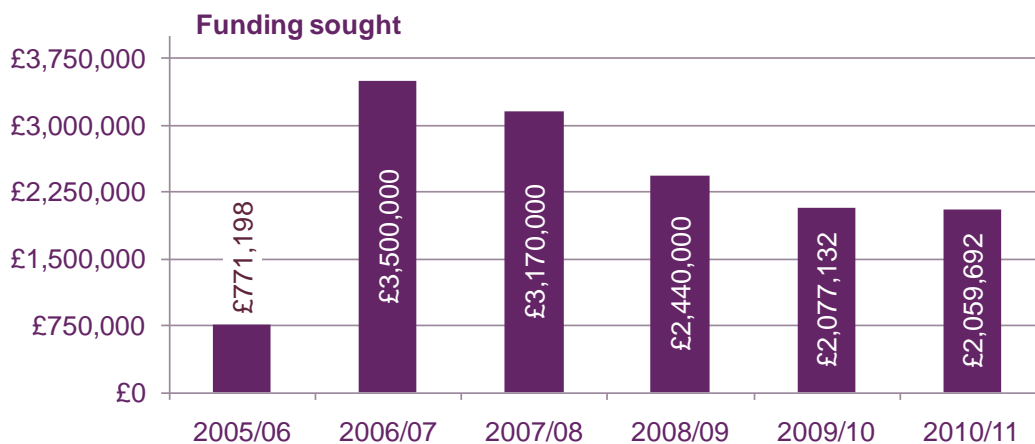
### Size of the Fund in previous years



2.2 The amount of funding available has remained fairly consistent over the past six years except for the 2006/07 financial year. In that year DCMS initially provided £450,000 for the Fund, however funding not distributed in the previous year (2005/06, when there were few stations on-air and therefore eligible to apply) was later added to it giving a much higher total than later years.

2.3 The amount of funding sought has fluctuated during the lifetime of the Fund. Applications in the 2005/06 period totalled £771,198. This rose to £3.5m in 2006/07 before falling to £3.17m in 2007/08, £2.44m in 2008/09, £2.08m in 2009/10 and £2.06m in the most recent funding period. We believe this reduction is due to a more realistic assessment by applicants of what grants could be expected.

### Total amount of funding sought



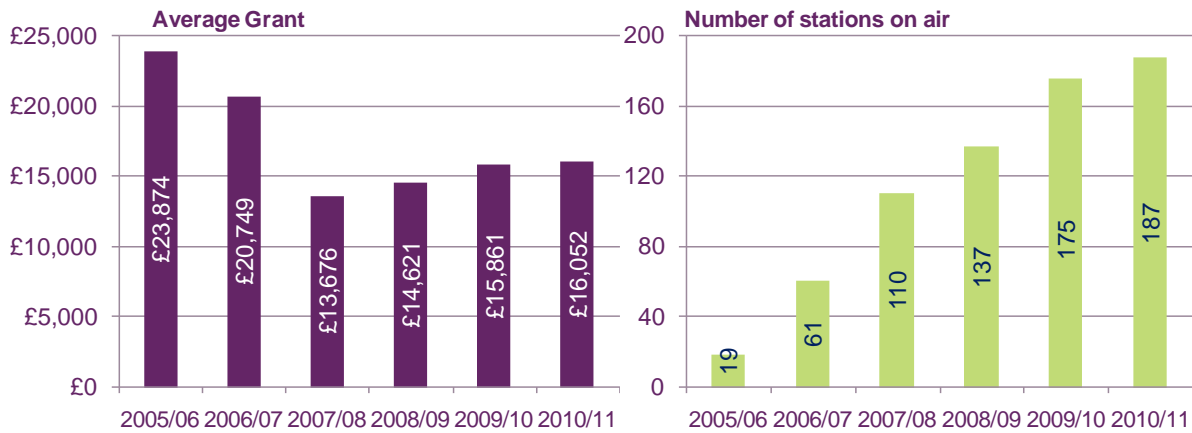
2.4 During this period the number of eligible applicants (i.e. community radio licensees) has risen as demonstrated in the table in paragraph 2.6.

### Average grants

2.5 The average grant payment has risen slightly in the last four years from £13,676 in 2007/08, £14,621 in 2008/09, £15,861 in 2009/10 to £16,052 in the most recent financial period.

2.6 Average grants in 2006/07 were £20,749 and £23,874 in 2005/06. Significantly fewer stations were on air and therefore eligible to apply for grants in the early years of the Fund. Therefore the Panel was able to make larger grants in the first few years.

### Average grants and numbers of stations on air



### Number of awarded grants per year

2.7 The number of grants awarded was at its highest in the 2006/07 funding period when DCMS released additional funding after the first round of grants had taken place. The Panel took the decision to invite stations already awarded a grant in the first round to apply for an additional grant in the second round, if they wished. Five such stations were successful in both rounds that year.

### Awards granted and applications received



- 2.1 In the first four years of funding the number of applications received for funding grew year-on-year: 17 in 2005/06, 75 in 2006/07, 84 in 2007/08 and 109 in 2008/09. The number of applications dropped slightly to 100 in 2009/10 and in 2010/11 applications increased again to 111.
- 2.2 Over the lifetime of the Fund the Panel has granted a total of 182 awards to 144 recipients (some stations have received more than one grant). Around 75% of stations currently on air have therefore benefitted from funding from the Community Radio Fund.
- 2.3 In addition to this the Panel has awarded eight grants that were for the benefit of more than one station. These were either joint applications, for work across a region benefitting a number of stations, or to support the Community Radio Toolkit, a resource for all community radio broadcasters.

### **Measuring success**

- 2.4 Not all grant recipients reporting back on their grant spend quantify how valuable the grant has been in respect to earning potential, for example for sales-focussed roles. Therefore it is difficult to quantify how much revenue specific grants have helped stations to attract. The majority of stations that received grants to fund a role with a specific remit to raise funds for the station has, however, managed to raise at least as much as the salary of the post holder and in some cases the roles have subsequently been self-funded. One station managed to raise almost ten times the value of its grant from the work carried out by the fundraising and marketing officer supported by its Fund grant.
- 2.5 Grants awarded to support station management roles have on the whole helped stations to streamline their processes, better facilitate volunteering opportunities and provide stability which has in turn enabled volunteers and other staff to focus on tasks such as programming and community outreach.

**Annex 1****Awards to stations in 2010/11****Round 1**

<b>Station</b>	<b>Location</b>	<b>Purpose</b>	<b>Amount</b>
107 Meridian FM	East Grinstead	Business Development Manager	£17,464
107.5 Switch Radio	Castle Vale, Birmingham	Station Manager	£16,208
Corby Radio	Corby	Station Manager	£17,250
Future Radio	Norwich	Advertising Coordinator (part-time)	£13,277
Gaydio	Manchester	Business Development Manager	£15,000
Moorlands Community Radio	Biddulph	Sales and Fundraising Manager	£16,188
Penistone FM 95.7	Penistone	Fundraising & Development Officer (part-time)	£14,707
Radio LaB	Luton	Fundraiser (part-time)	£ 8,605
Radio Sandwell	West Bromwich	Project Development/ Fund Raising Officer	£16,920
Radio St Austell Bay	St Austell Bay	Fundraiser (part-time)	£ 9,000
Stroud FM	Stroud	Business Development Manager (part-time)	£14,985
Takeover Radio 106.9	Sutton in Ashfield	Station Manager	£17,150
The Bay Radio & Forest FM	Poole and East Verwood, Dorset	Shared Business Development Officer	£15,382
TMCR FM	Thorne & Moorends	Station Manager	£16,498

## Round 2

Station	Location	Purpose	Amount
ALL FM <sup>3</sup>	Manchester	Pilot audience/community data collection and analysis project (Project Manager and support functions)	£30,769
BCFM (with Somer Valley FM and Glastonbury FM) <sup>4</sup>	Bristol (with Midsomer Norton and Glastonbury)	Regional Account Manager /Commercial Fund Raiser Sponsorship and Advertising	£30,768
Betar Bangla	Stratford, east London	Fundraiser/Income Development (part-time)	£14,400
Canalside Community Radio	Bollington, Cheshire	Fundraiser	£15,000
Inspiration FM	Northampton	Development Worker (part-time)	£14,118
Leith FM	Leith	Business Development Manager (part-time)	£16,084
NE1 FM	Newcastle upon Tyne	Business Development Officer (part-time)	£ 8,446
Raaj FM	Sandwell	Station Sustainability Manager (part-time)	£15,548
RadioReverb	Brighton	Fundraising and Development Officer (part-time)	£17,500
Seahaven FM	Newhaven	Commercial Manager	£12,500
Soundart Radio	Totnes	Business and Community Development post (part-time)	£13,500
Spice FM	Newcastle upon Tyne	Fundraiser and Marketing Officer	£16,705
Sunny Govan Radio	Govan	Business Development Officer	£18,970
Uckfield FM	Uckfield	Business Development Manager	£16,371
Unity Radio	Manchester	Business Development Manager	£16,187

<sup>3</sup> This grant will fund a Project Manager and other support for a pilot data collection and analysis project. The project aims to benefit all community radio stations in the future through developing an affordable way for UK community radio stations to assess their audiences and community impacts and provide data for grant funders, service delivery clients and others.

<sup>4</sup> The Regional Account Manager/Commercial Fund Raiser post will benefit three individual community radio stations in south west England.

## Annex 2

# Feedback from licensees in receipt of grants in 2009/10

Set out below are extracts from grant reports submitted by Fund grant recipients for grants made in the financial year 2009/10.

### **3TFM (Saltcoats & Adrossan, Ayrshire) - Fundraising Officer, £18,000**

*The grant has made a difference as [the post-holder] quickly identified common strands. He undertook a scoping exercise of all available funds and rated which ones were equitable to apply to either collectively or individually. He completed a workplan of what his intentions and goals were for the year. He offered a fundraising surgery to all community radio network members who wished to attend this and look at what funds may be suitable for them.*

*There was an identified need to concentrate on larger applications such as the Lottery etc. for the network as a whole and [the post-holder] has submitted to both the Lottery and Children in Need for funding. We are still awaiting the outcome of these.*

### **Amber Sound FM (Ripley, Derbyshire) - Sales Executive, £15,000**

*The appointment of our second sales representative has given us much needed security. Between the sales manager and our sales representative we are now generating constant sales figures enabling us to plan ahead more than a month at a time.*

*Without the grant we would have struggled to make the revenue the station has made this year. The sales manager would have been under enormous pressure to deliver and the service would have suffered as a result. We are most grateful for the grant awarded.*

### **Bishop FM (County Durham) - Station Manager, £18,000**

*The station manager has been involved in many positive changes on the day to day running of the station. He has been involved in the new member application process and inducted 32 new volunteers within last 6 months, and has arranged general members meetings on a regular basis.*

### **Blast 106 (Belfast) - Station Manager, £14,000**

*Against a backdrop of problem upon problem, the stress on the directors to keep the station going was at breaking point. Community Radio Fund money enabled us to get back on track and concentrate on the core focus of the station in providing opportunities for students and young people from greater Belfast to participate fully in the life of their station. The funding from the Community Radio Fund meant that having a station manager freed the directors to concentrate on more strategic and developmental matters and devolve the day to day operational and administrative functions.*

**BRFM Bridge Radio (Sheerness, Kent) - Project Training Manager, £12,300**

*The grant has made a huge difference to the station, enabling us to recruit the services of a project training manager to co-ordinate the move to the new premises and further develop our educational courses to their full potential.*

**BRO Radio (Barry, Wales) - Sales & Fundraising Manager, £15,680**

*The post holder developed a sales/accounts and contract system that greatly improved the administration within the sales department. The post also offered a dedicated sales/fundraising role that eased the pressure on others who had previously done the role unofficially. The post holder created new sales and sponsorship deals with local businesses ... [and] helped to promote the station within the community.*

**Burngreave Community Radio (Sheffield) - Development Officer, £15,000**

*The grant has made a real significant difference to Burngreave Community Radio's operation, and placed the organisation at the next stage of development.*

**Bute FM (Isle of Bute, Argyll & Bute) - Station Manager, £14,560**

*The grant was invaluable in securing a station manager with enough skills and determination to steer the station through the stormy waters.*

**Canalside CR (Bollington, Cheshire) Assistant Fundraising Coordinator, £6,422 (two post holders were employed during the course of the grant spend)**

*The work of both [post holders] has had a huge impact on CCR. They have not only successfully obtained funds to help the smooth running of the station but also to develop and expand what Canalside has to offer. Having a specific person to help with the task of securing finance for the station has meant that other freelance staff can devote their energies to further important tasks.*

*Importantly, the money obtained through grants, sponsors and donations has enabled the station to buy much needed equipment as well as help secure new larger premises and furnishings. This in turn enables CCR to develop and extend opportunities and services to the local community.*

**Community Voice FM (Middlesbrough) - Fundraising and Marketing Officer, £13,530**

*The grant has made a significant difference to the organisation in terms of bringing in new expertise in fundraising and marketing which has supported the work of our volunteers. In addition to the actual cash benefits of new grant income, the post has enabled us to upskill our volunteers, improve our marketing, develop new partnerships and put the organisation in a stronger position to be able to become sustainable in the longer term. This would not have been possible without the grant.*

**Drystone Radio (South Craven, North Yorkshire) - Community Fundraising Development Officer, £16,500**

*We have much more live broadcasting including local news, we have engaged with the community on a regular basis through our networking and community group visits to the station. We are at the heart of the community now.*

**Felixstowe Radio (Felixstowe, Suffolk) - Station Manager, £15,000**

*Full time employment of one person meant that there was a structure and regular commitment. A focus for volunteers, and the development of a professional approach to broadcasting.*

**Flame CCR (Wirral) - Programme Manager, £4,940; Financial Resources Manager, £4,940; Technical Manager, £4,940**

*The programme manager kept a well organised schedule running, with details on the internet, including details of sudden changes to the schedule and on-air / on-line availability. This has been commented on favourably by our listeners. The schedule control included remote log-in over the internet enabling home operation by himself and other team members.*

*The financial resources manager converted a previous "Treasurer operating at home" situation into an office-based computer-based financial control process which maintained an up-to-date visibility of our financial state. This was during a period of a large volume of items due to studio building done on a cost plus labour basis by volunteer staff, topped up by professional work when appropriate. The managers also encouraged existing supporters and achieved some additional finance, in a very difficult financial climate and an area of financial dearth. Thanks to them we are still keeping the station operating.*

*The technical manager completed a studio which has been complimented upon by our broadcasters as a very pleasant place to work. In addition an audio processing facility and broadcasting control suite has been established in our office. The equipment, although aged and mostly second-hand, has operated remarkably well and we have achieved a 99.9% on-air and on-line availability. Two high profile Christian events were broadcast live (using modern 3-G technology).*

**Glastonbury FM (GFM) (Glastonbury, Somerset) - Development Manager, £15,980**

*The grant has made a significant and vital difference to the operation of the station. The funding was awarded at a crucial time for GFM within three months of launching as a full time station to ensure it had a visible and sustainable presence for volunteers and potential partners across the wider community. The post has been critical in helping achieve our key commitments in terms of on air programming and the commitment to 6-8 hours of live programming a day as well as a mix of speech-based and music programmes to reflect the diversity and vibrancy of the Glastonbury area.*

**Hillz FM (Coventry) - Fundraising & Marketing Officer, £15,420**

*The grant has made a difference in that it provided the funding to secure a person whose role is to promote and generate income for the radio station. Prior to this it was encompassed within the whole organisational strategy. This has enabled a renewed impetus and emphasis on promoting and selling the radio as a separate service, whilst still remaining under the umbrella of WATCH [the licence-holding company].*

**Harborough FM (Market Harborough, Leicestershire) - Sales & Fundraising Coordinator, £15,000**

*Having a person at the station whose primary task is to source funding from numerous locations has helped enormously. After a very successful "Battle of the DJs" event held to*

*raise funds for the station, it has been decided to hold many more of this type of event to bring in much needed non-broadcast revenue.*

**IUR-fm & Blast FM (Newry and Belfast) - Joint Sustainability Officer, £16,000**

*We consider that the sustainability officer role funded by the CRF has been a vital ingredient that will enable IUR-fm and Blast FM to be successful in the short, medium and long term. It has also created a longer term position of a commission based sales representative for Blast 106 in Belfast that will create sustainability into the future. One additional key aspect that was not envisaged at the time of the application for CRF funding has been our developing links with Albany, New York for future funding of both Blast 106 and IUR-fm. The CRF funding has enabled us to advance this and we are confident that this link up will result in substantial ongoing annual funding for the stations.*

**North Manchester FM (Manchester) - Business Development Officer, £15,854**

*Without receiving this funding, the station would certainly not be in the position it is in today. This grant has been crucial in helping get the station 'off the ground', building contacts and network, and ensuring we work towards our key commitments. Certainly, without it, we would not be able to operate in this financial year or be working towards sustainability to secure our future.*

**Pure Radio, on behalf of community stations throughout Greater Manchester - Regional Account Manager, £39,667**

*The Greater Manchester community radio stations worked as a project team to manage this bid, and established regional targeting, a rate card and specific outcome targets for the regional accounts manager. The regional accounts manager was accountable to Pure Radio and managed accordingly. The grant has generated revenue for the member stations and as such this has helped with their sustainability given the precarious nature of funding for many of these services.*

*The post has provided professional and consistent representation for the stations amongst the regional advertiser community. It has proved that for some companies within Greater Manchester they do not always want to be approached by 11 individual community radio stations and have welcomed the contact from one person, who is actively dealing with their account on behalf of the community stations. This alleviated any inaccuracies on different rates set by the individual 11 stations. It increased the flexibility of these companies to give locally focussed messages, but still have an impact across the Greater Manchester area.*

**Radio Cardiff (Cardiff) - Station Manager, £16,000**

*The post enabled Radio Cardiff to operate with at least one full-time member of staff on a day-day basis with volunteers. Without the funding, we would have had to operate totally on a voluntary basis, which at times can be difficult to co-ordinate due to their other commitments.*

**Radio Teesdale (County Durham) - Fundraising & Community Outreach Officer (p/t), £12,692**

*The funding from Ofcom was fundamental to the survival of Radio Teesdale over 2010. In the area of sponsorship and advertising it enabled the station to set up systems and work with organisations that will directly generate income beyond 2010 into 2011. The part-time role of managing the sponsorship and advertising revenue is now well-established within the organisation and has become self-financing. The Board of Radio Teesdale, therefore, plan to maintain this position into 2011 as long as it continues to be self-funding in this manner.*

**Radio Tircoed (Tircoed Forest Village, Swansea) - Studio Manager, £14,000; Volunteer Training, £1,000**

*The paid post of station manager has enabled us to have someone full time working on essential routine maintenance such as information technology, studio management, programming and fund raising, which is difficult in this financial climate. The station manager also ensures that all our volunteers are supported.*

**Saint FM (Burnham-on-Crouch, Essex) - Advertising Sales person (p/t), £11,583**

*Without the part-time sales person we financially struggled to keep the station running day to day. The close business links that have been formed have been hugely beneficial to the station and helped us sustain the service at the level we currently have.*

**Sine FM (Doncaster) - Technical Tutor, £14,724**

*The station presenter team at Sine FM is not only considerably more proficient in the technical aspects of live presenting, pre-recording, using mobile recording devices, etc. they have developed to such a degree, they have also found new technical confidence which has led to peer to peer support for new presenters, where they freely pass on their knowledge and experience to help other people progress. The level of required technical support has therefore dropped significantly, and the station output has benefitted from this process with a professional sounding delivery, at a constant volume and with consistent desk / microphone techniques. This has helped us sell ourselves as a 'serious' operator, dispelling some of the inherent local misconceptions of community radio and so helped us generate income.*

**Somer Valley FM (Midsomer Norton, Somerset) – Fundraiser, £12,760**

*The Community Radio Fund award was a vital ingredient in Somer Valley FM becoming a sustainable business model. The station has developed a variety of revenue streams that pay for a quality community broadcasting and help the station achieve an ambitious programme of social gain objectives.*

**Tulip Radio (Spalding, Lincolnshire) - Station Manager, £15,000**

*This award came at a most propitious time and had a very significant and beneficial effect upon the initial launch procedure for Tulip Radio. Knowing that an appreciable amount of funding had been raised before we launched allowed us to concentrate upon issues such as presenters, equipment installation and general community liaison.*

*As such we benefitted from this 'pump priming' funding and this has allowed us the time to contact potential funders as well as assessing deals with local businesses and organisations within our community so that we can more easily identify ways in which both this post but*

*more importantly Tulip Radio can demonstrate long term viability in these increasingly difficult economic times.*

**WCR FM (Wolverhampton, West Midlands) - Business Development Officer, £15,000**

*The main achievement of this activity was a revaluation of our branding and refocusing of the station identity.... interaction with local businesses made clear that our expertise with volunteer training and the model created to service work done for the V Project could be adapted to provide media / team building courses for local industry and commerce. To this end, and after much deliberation, entries in the region's premier commerce handbooks were booked to bring this enterprise to the attention of the target market. Plans are now in the pipeline to follow through and build on the ideas and recommendations the Ofcom grant has facilitated.*

**Wythenshawe FM (Manchester) - Community Radio Toolkit Editor, £25,500**

*Specifically, the grant has enabled us to maintain the delivery of the Community Radio Toolkit website service and develop a better, easier-to-use website with new and improved functionality e.g. providing easier-to-use discussion forums, bringing together the site's 'resources' section into a more usable format and improving the accessibility of the Community Radio Toolkit Handbook content.*

**Zeta 105.3 (Mildenhall, Suffolk) - Station Manager, £15,000**

*The grant has made a difference to the overall operation of the station by giving us the funds needed to secure a station manager. In a 12 month period, the station manager was vital to our integration into our local community by working closely with local non-profit and community organisations to help promote their causes through free public service announcements and live broadcasts from their various events throughout the year. During this bleak state of our economy, the station manager further put into place budget reductions for the radio station saving us hundreds in rent and business rates and helped us discover new ways in which to attract non-traditional revenue to fund the station, i.e.: website advertising, guest appearances, streaming adverts etc.*