
Community Radio Fund

Grant Report Form

Guidance notes

This Community Radio Fund Grant Report Form (the Grant Report Form) is part of the process by which Ofcom ensures that it can account for grants made from the Community Radio Fund (the Fund) and that grants have been used in accordance with the grant agreement. Information collected in this report will also be used to evaluate the ongoing performance of the Fund.

Pursuant to clause 3.3 of the Community Radio Fund Grant Agreement ('the Agreement'), a community radio licensee which has received a grant from the Fund is required to complete the Grant Report Form, giving details of how it has spent its grant, and to submit that form to Ofcom.

The Grant Report Form must be completed and sent to Ofcom within the periods specified at clause 3.3 of the Agreement. If this is not possible, the Licensee must notify Ofcom as to why the report is delayed and to discuss an extension.

Ofcom may require additional information from Licensees, such as copies of receipts or contracts, in accordance with clause 3.4 of the Agreement (if we do we will come back to you).

If a grant has not been spent in accordance with the agreed purpose and without the prior agreement of the Community Radio Fund Panel, or if a Licensee has not complied with other conditions of funding, or if a satisfactory report is not made, Ofcom may require repayment of the grant and will not normally consider making a further grant to the Licensee.

Grant award recipients should publish (e.g. on the station website) and make available to the general public non-confidential sections of the Grant Report Form in accordance with clause 3.5 of the Agreement. Ofcom may publish non-confidential information taken from the form.

Please see the Guidance Notes on the Fund for further details. <[Community Radio Fund Guidance Notes \(ofcom.org.uk\) \(https://www.ofcom.org.uk/data/assets/pdf_file/0033/228768/CRF-Guidance-Notes-R2-21-22.pdf\)](https://www.ofcom.org.uk/data/assets/pdf_file/0033/228768/CRF-Guidance-Notes-R2-21-22.pdf)>

Data protection

We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's General Privacy Statement www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement for further information about how Ofcom handles your personal information and your corresponding rights.

Ofcom may also share the information which you provide in this Grant Report Form with the Department for Culture, Media and Sport, or external contractors appointed by that department, for the purpose of analysing the ongoing performance of the Fund.

Community Radio Fund: Grant Report Form

Licence Number

[CR103405](#)

Station Name

[Revolution Radio](#)

Please confirm whether or not the Community Radio Fund grant was used as described in the Annex to the Agreement, and in accordance with all conditions set out in the Agreement.

YES ~~/NO~~

How was the grant spent? Please tell us, briefly, how the grant was used.

- Either a brief summary of work carried out by the postholder(s) and their main achievements;
- or, if the grant was for a project, a brief summary of what was done.

The postholder carried out the following work over the period of the grant:

- Held meetings with 161 potential advertisers of which 38 progressed to an agreed proposal
- Wrote and submitted 9 targeted grant applications
- Set up a commission system to encourage volunteers to introduce new advertisers
- Established a CRM system for tracking advertising sales, revenue and grant applications
- Developed a database of local businesses which was used for marketing emails
- Produced marketing collateral to assist with selling advertising including a 6 page leaflet, presentations and fliers.
- Arranged several marketing promotions including introductory discounts, free commercial production, a month of free advertising as an introductory offer and budget classified advertising.
- Developed new corporate Podcast production revenue stream
- Exhibited at several business expos in the local area to promote radio advertising to local businesses (including Northampton Chamber Business Expo, Your Business Expo 2022 and 2023)
- Organised networking event at Craft and Skewers launch for all warm advertising leads
- Attended numerous networking events held by Northamptonshire Chamber, Business Buzz (fortnightly) and Northampton Business Improvement District
- Hosted and attended a successful monthly Entrepreneurs Circle meeting at the studios with local small businesses in attendance

- Set up Easyfundraising account

If the grant was to fund a member of staff please provide:

- Name of the person(s) employed in the role(s);
- Job title(s);
- Period of employment / contract;
- Salary and other costs covered by the grant.

If the grant was awarded for any other (non-staff) purpose(s) please provide a summary of costs incurred.

The role was carried out by Chris Gregg who had the title of Managing Director/Business Development Manager and was self-employed between 1/3/2022 and 30/4/2023. The grant of £20,238 covered his salary between these dates for the hours spent on the tasks set out in the Agreement at £10.42 per hour (the National Living Wage) for an average of 32 hours per week (61 weeks). He also worked as a volunteer for an average of 16 hours a week to carry out his Managing Director responsibilities.

For a post (or project) that included any form of fundraising (including from commercial sources) in its job description or objectives, please tell us how much money was raised for the station. Please also explain any difference between this amount and any targets set out in your funding application.

Target revenue set out in funding application: **£27,000**

Total amount of revenue generated by the role: **£18,763**

NB: A total revenue of £47,188 would make this position self-financing and sustainable in the long term. This is calculated as the annual running costs from Year 2 of £26,950 plus the cost of this role £20,238.

Advertising Sales

During the period between 1/3/2022 and 30/4/2023, meetings were held with 161 potential advertisers of which 38 progressed to an agreed proposal and the following advertising campaigns were broadcast on air with the outcomes noted below:

Airtime revenue generated (£6,821)

- [REDACTED] (£695 and £420)
- [REDACTED] (£540)
- [REDACTED] (£474)
- [REDACTED] (£330)
- [REDACTED] (£354)
- [REDACTED] (£354 x3)

- [REDACTED] (£240)
- [REDACTED] (£300)
- [REDACTED] (£1188)
- [REDACTED] (£1,188)
- [REDACTED] (£320)
- [REDACTED] (£250)

Current Debtors (£1,884)

- [REDACTED] (£864) – unpaid so far
- [REDACTED]: Advertised for 2 months (£300 per month) then cancelled and have only paid £200 so far
- [REDACTED]: Advertised for 2 months (£300 per month) but have not paid yet
- [REDACTED]: Advertised for 2 months so far (£60 per month) but have not paid yet
- [REDACTED]: Intended to be a contra advert for air purifiers. Company went out of business and stopped paying (£354 per month), leaving us with an air purifier contract and liability of £300 per month

Trial month broadcast but no sale

- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)
- [REDACTED] (took one month free advertising offer but failed to convert)

Initially interested, scripts written but not sold

- [REDACTED] (signed a contract for £3000 but then changed their mind citing financial concerns)
- [REDACTED] (signed contract but never approved their script and then stopped returning calls)
- [REDACTED] (ran a club night with one of our presenters but did not pay to promote it)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Podcast Production Revenue (£4,881.60)

This new revenue stream has been successful with the following regular clients:

- [REDACTED] (£238.80 per month. £1671.60 total)
- [REDACTED] (£360 per month. £2,520 total)
- [REDACTED] (£100 per month. £600 total)
- [REDACTED] (Cancelled after one podcast without paying)

The following contacts have also expressed a keen interest in podcasts but have yet to commit:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Other revenue streams (£5,177)

- [REDACTED] (off air event): £660
- [REDACTED] (off air event) (£4,320)
- Hotdesk hire (£17)
- [REDACTED]: Meeting room hire (£120)
- [REDACTED]: Studio hire (£60)

Grant Applications (£0 / £76,288)

A total of 9 grant applications were submitted, applying for a total of £76,288 (an average of £8,476). None of the grant applications were successful although we have taken feedback on board and will be adapting the applications and reapplying where possible when the funds reopen. Feedback has been positive and the work completed on the initial applications will reduce the resources required to resubmit the applications.

- [REDACTED] (£10,000)
- [REDACTED] (£2,500)
- [REDACTED] (£5,000)

- [REDACTED] (£10,000)
- [REDACTED] (£2,116)
- [REDACTED] – two applications (£13,336)
- [REDACTED] (£10,000)
- [REDACTED] (£10,000)

Performance measured against grant application targets

During the period of the grant, the role was monitored in line with the KPIs described in the application which were as follows:

1. Number of prospecting calls made (initially 60 per month)
2. Number of new business appointments made (initially 8 per month)
3. Amount of new business closed (initially £300 per month)
4. Total monthly revenue
5. Client churn percentage (under 25% after 1 month, 20% after 2 months, 15% after 3 months, 10% after 4 months or more)
6. Number of grant applications submitted (initially 2 per month)

KPI 1 and 2 were met each month, however although the amount of new business closed (3) was consistent, the total monthly revenue (4) did not meet the targets set, due to KPI 5, the client churn which was very high, and most new clients did not advertise continuously as expected, so there was not the growth of revenue anticipated.

Grant applications proved to be more time consuming than anticipated, however we were satisfied that an appropriate number were submitted which were of high quality although it is disappointing that none were successful.

Possible reasons for the discrepancy between results and target

- As mentioned above, the targets assumed clients would continue advertising and that there would be a cumulative increase in revenue however most just advertised for one or two months and then stopped so we did not see the planned increase in revenue over time.
- Cost of living crisis and uncertainty impacted local businesses in Northampton profoundly and many potential clients told us they did not have the confidence to invest in marketing activity or said they were struggling with energy bills and cashflow.
- Many advertisers took advantage of one month of free advertising offer and then failed to convert to paying clients
- Aggressive competition from another licensed CR service undercutting our offering and making negative comments to local business community (e.g. advertising on our radio station doesn't work) evidenced by facebook posts and witnesses.

- Increased competition for community grants and limited funds available so strong applications can still be unsuccessful
- Distraction of focus of post holder in dealing with unforeseen emergencies including, for example, responding to complaints made to Ofcom about programme content, antisocial behaviour (people living in the studio doorway), interruptions by members of the public coming in to the office unexpectedly, urgent building maintenance issues, technical emergencies (e.g. powercuts, loss of internet connection, equipment failure, etc), interruptions by presenters needing technical assistance.

How has the grant funding impacted the sustainability of the station? For example, has a fundraising role become self-sustaining, or has a volunteer co-ordination role assisted with the long-term strength of the station's volunteer base?

As mentioned above, the total amount of revenue generated by the role was **£18,763**

We calculated in our application that a total annual revenue of £47,188 would make this position self-financing and sustainable in the long term. This was calculated as the annual running costs from Year 2 of £26,950 plus the cost of this role £20,238.

As a result of the role failing to reach this target, we have reduced our running costs by moving into new premises at Vulcan Works which are a serviced office with a lower monthly rent ([REDACTED]) and electricity included in the rent (saving a further [REDACTED]). It is also below the business rates threshold. We have also reduced our other outgoings by cutting back on other expenses. This has made it more feasible that the role can become self-sustaining.

We feel that significant progress was made towards this goal over the course of the grant period with the following steps forward:

- We now have a database of previous advertisers and warm leads, some of which are seasonal clients who we expect to advertise again in the future.
- We have a better understanding of the commercial market in Northampton and we can adapt our sales strategy to take this into account. For example, offering a free trial did not encourage long term loyalty, it devalued the product. And many clients locally are very slow to pay, so we will be requiring pre-payment in future.
- We have also learnt that many of our non broadcast services are equally attractive such as providing live event services (PA systems, comperes, DJs etc), producing podcasts and YouTube videos.
- Our team have used the time to develop their sales skills and adapt them to our offering with an improvement in the sales success seem over time.
- The experience of the grant applications, although unsuccessful, has been invaluable as we are able to reapply for many of these grants over the next year, taking the feedback on board, and to use our work in other applications. As these are for large amounts of money, even a low success rate of one or two in 12 months would make a significant difference.

Our Managing Director is continuing to carry out this role on a voluntary basis and we are optimistic that we will be able to reach a point where it is possible for this to become a paid role again in the future, through continued on and off air sales and grant funding success.

How has the grant awarded assisted with the station's delivery of on-air and/or off-air social gain? This could include, for example, an evidenced increase in volunteer and community engagement.

There have been many ways that the activities of the Business Development role have assisted with delivering social gain including:

- Attendance of networking events has involved making connections with local charities and community groups and raising awareness of the support we can offer to local organisations. This led to us being able to support the groups with, for example, on air interviews, website articles, audio production, attendance at local events and practical help.
- Our stands at the Chamber of Commerce business exhibitions and Your Business Expo have also enable contact with many members of community groups which has enabled us to support them in similar ways.
- Our meetings with potential advertisers have also often led to conversations and contacts being made with community organisations, sports teams, musicians and charities that we can support.
- This presence in the community has also led to introductions to new volunteers who have benefited from our free media training
- Through the contacts made, we were able to arrange a contra advert in the NN Pulse magazine which is delivered to households across our area and featured information about how to tune in and get involved with the radio station
- The paid role enabled a member of staff to be present at the radio station during office hours so members of the public could come in and tell us about their community groups, events, news stories or music, or volunteer, and although these frequent interruptions were detrimental to carrying out the intended role, it enabled us to be able to make contact with numerous members of our target community.
-

Declaration

I hereby declare that the information given in this grant report is, to the best of my knowledge and belief, true and correct.

Signature*

A handwritten signature in black ink, appearing to be 'A. G. M.', written over a yellowed rectangular stamp.

Community Radio Fund Grant Report

Name	Anya Walsh
Position	Director
Station	Revolution Radio
Email address	anya@revolutionradio.com
Telephone number	07780333125
Date	7/12/2023

* The declaration must be signed by a member of the board of the corporate body which holds the community radio licence, or a member of staff who has the authority of the board to sign the declaration on its behalf.

This person should not be an individual who was paid from the grant to which this report refers. (For example if the grant was for a Station Manager post, the Station Manager should **not** sign the declaration.)