



Community Radio Fund

Grant Report Form

Publication date: 27 August 2008
Issue 2

Contents

Section	Page
2 Community radio fund: grant report form	1

The following represents extracts from a Report we submitted to Ofcom on 1st October 2008 giving details of how we spend the grant awarded to us from the Community Radio Fund in 2007.

Section 2

Community radio fund: grant report form

2.1 Station details:

Licence Number

CR086

Station Name

HOPE FM

2.2 Please set out the designated purpose of the grant and the amount awarded. If this was for more than one purpose or post, please set out the different purposes and grant allocated for each.

To fund the employment cost of a Sales and Development Manager for the first year of our broadcasts.

Grant received £ 15,000

2.3 Please explain how the award was spent, setting out the details separately for each post or purpose. If it was for a member of staff please include a summary of work carried out and the main achievements of the post-holder (see also section 2.5). For example, if it was for a fundraiser, please say how much money they have raised. If the grant was awarded for any other (non-staff) purpose please provide a breakdown of costs incurred with the date of the relevant expenditure.

The grant was used to fund the employment costs of a Sales and Development Manager.

The responsibilities of the role, as the job title suggests, fall into two main categories; bringing in advertising revenue and developing long term relationships.

In terms of advertising revenue, through the efforts of our Sales and Development Manager we have created various monthly, quarterly and annual advertising packages and in the 12 months to May 2008 we have invoiced advertising, programme sponsorship and production revenue, in excess of £ 60,000.

The brief we gave our Sales and Development Manager on developing long term relationships was to start making contact with local authority departments, local businesses, local Churches, and voluntary and charity organisations, in order to build a broad range of income streams and position the Station in the heart of our local community.

During our first year we have started to build these relationships and have been involved with joint projects involving AFC Bournemouth , St John's Ambulance, the Bournemouth Town Centre management team, Bournemouth Rotary, Dorset Business Link , Springbourne and Boscombe West Neighbourhood Management, an Inter – Church event in Poole, Bournemouth Pier Theatre and the Round Table Children's Wish charity.

As part of our commitment to build-up relationships with local Churches, we profile a Church each week on our Sunday Morning Breakfast programme.

The Sales and Development Manager is responsible for co-ordinating local authority interviews and as a result of her work, local MP's and Councillors as well as employees from the Bournemouth and Poole Arts Development departments, Dorset Police, Dorset Fire and Rescue, Dorset Wildlife, Environmental Health, Primary Care Trust, Bournemouth Leisure Departments, Citizens Advice Bureau, Children's/ Early Years Service and Health Link have been regular visitors to our studio.

The above relationship activities have resulted in a number of the organisations taking out advertising packages and we have also received grants from the Bournemouth Local Area Network totalling £ 32,000.

2.4 The Community Radio Fund Panel is interested in how the grant award has made a difference to the operation of your station. Please give us your comments.

The grant has enabled us to employ a Sales and Development Manager who has during our first year of broadcasts, started to build up relationships with a large number of organisations in the private and public sectors that are key to the long term sustainability of the Station. The contacts made have also had a positive impact on the Stations output in terms of the diversity of interviewees who have come into our studio to talk about their work.