

Community Radio Fund

Non-confidential Grant Report Form

To be used for the Sustainability Stream and Equipment Stream grants.

You should check the main Ofcom [Community Radio Fund website for the most up to date version of this form](#).

Completed Non-confidential Grant Report forms should be submitted by email to communityradiofund@ofcom.org.uk within **four** weeks of the end of the relevant expenditure period (as stated in the Grant Agreement) or otherwise as approved by Ofcom. For further information on reporting requirements please see our [Guidance Notes](#) and the relevant Grant Agreement.

Grant details

Details for the grant awardee.

Licence number(s)	CR101263 (analogue community radio licence, Alton; now CR101263BA/3)
Licenced Service(s) (i.e. the station name)	Wey Valley Radio
Grant (as defined in the relevant Grant Agreement)	£4,000
Relevant Expenditure Period (as defined in the relevant Grant Agreement)	1 March 2023 to 30 April 2024
Designated purpose or Designated Equipment (as defined in the relevant Grant Agreement)	Marketing agency costs, to secure commercial and grant income for the station
Stream Type	Sustainability Stream If you have been awarded two Grants under two separate Grant Agreements, a separate form must be completed per Grant.

1. Guidance notes

- 1.1 Grant recipients are required to submit to Ofcom a Non-Confidential Grant Report that shows the overall/final expenditure of the Grant. This report may be published by Ofcom on its website.
- 1.2 The purpose of submitting and publishing the Non-Confidential Grant Report is to support transparency and accountability.
- 1.3 Grant recipients are responsible for ensuring that the information provided does not contain commercially sensitive, confidential or personal information.
- 1.4 When preparing the Non-Confidential Grant Report, please:
 - remove any commercially sensitive, confidential or personal information;
 - ensure the information provided accurately reflects how the grant was used and the outcomes achieved;
 - include, where available, information on the activities delivered, outputs achieved and the benefits from the funding; and
 - include, where available, links to any publicly available webpages, publications, recordings or other materials that demonstrate the outputs or outcomes delivered through the grant.

Data protection

- 1.5 Any personal data provided for the purposes of your application will be handled in accordance with our [General Privacy Statement](#).

Using and disclosing data obtained in this report.

- 1.1 Ofcom may use the information in this form to facilitate work relating to the Fund including sharing the information 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.

2. Grant activity

- 2.1 Please provide a brief summary of the role, project or equipment supported by the Community Radio Fund grant.

The grant of £4,000, awarded in Round 2 of 2022-23, funded the costs of an outside marketing agency engaged for twelve months from April 2023 to develop commercial and grant income for Wey Valley Radio, a volunteer-run community station serving Alton and East Hampshire. The agency's brief was to build relationships with local businesses, develop a proposition for advertisers and sponsors, and identify grant funding for the station's future. The agency was connected to a director of the company at the time; the current board has set out that connection, and the circumstances of the grant, in its full report to Ofcom.

- 2.2 What were the main outcomes and achievements from the grant. This may include the following:

- a) Improvements to station operations;
- b) Volunteer recruitment, training or retention;
- c) Community engagement activities;
- d) Delivery of a project; or
- e) Improvements achieved by using the equipment.

The agency's time went mainly into building relationships with local businesses and organisations, and into the station's presence at local events in the summer of 2023, including the Boars Bridge Festival, a charity football match at Alton FC, the WeyFest music festival, where performer interviews were recorded and later broadcast as special programmes, and the Alton Classic Car Show, from which the station broadcast live. The period produced the station's first paying advertiser in some years and a relationship with a local business that went on to provide £8,700 of support to the station in 2024, mostly towards running costs. Work experience students from Alton College who came to the station during the period became regular volunteers. The agency did not secure any grant funding.

- 2.3 How has the funding contributed to the long-term sustainability of the station? This may include the following, but is not limited to:

- a) New sources of income;
- b) Growth in volunteers;
- c) New partnerships or opportunities; or
- d) Replacing outdated equipment.

The long term benefits of the grant were limited but did produce valuable support over the following year. Commercial income attributable to the agency within the expenditure period was £478.50, against a target of £5,000; the advertiser signed did not continue beyond its first quarter and no funding plan survived the end of the agreement. The relationship built with one local business did outlast it and its support kept the station going through 2024. What the grant also provided was a clear lesson about how income generation does and does not work for a volunteer station, which has directly shaped the station's current approach: an employed post with its own targets, reporting monthly to the board, and a renewal process that does not depend on one individual.

3. Evidence of outputs

3.1 Please provide links to any webpages, publications, reports, recordings, social media posts, announcements or other material demonstrating the outputs achieved using the grant funding. This may include for example:

- a) News articles;
- b) Interviews;
- c) Community engagement activities;
- d) Training programmes, and more.

Please expand the table as necessary. If not applicable (for example if funded an item of equipment) please mark NA in the table below.

Description of Output	Web Link/Further Evidence (If applicable)
Boars Bridge Festival, 23 to 25 June 2023: performer interviews	23 June 2023
Charity football match, Alton FC, 21 July 2023	21 July 2023
WeyFest music festival, 18 to 20 August 2023: station on site, interviews later broadcast as special programmes	19 August 2023
Alton Classic Car Show, 16 September 2023: live outside broadcast	17 September 2023

4. Lessons learned

- 4.1 What lessons have been learned from delivering this project, role or equipment purchase?
Please provide a short summary.

Having one person whose stated job was commercial income produced the station's first advertisers in years, and presence at local events raised its profile. But outsourcing income generation to an agency paid in full in advance, with nobody inside the station to follow up leads or hold the agency to its reporting obligations, did not produce lasting income, and when the directors who had handled the grant left the board, the reporting obligations went with them: the interim report was late, the final report was not submitted when due, and a reminder from Ofcom went unanswered. On 10 October 2026 the station's board adopted a conflicts of interest policy, published at weyvalleyradio.uk/about/policies, which requires any director's interest in a supplier or funder to be declared, excludes that director from the decision, and requires any such arrangement to be disclosed to the funder. Anyone can raise a concern about an undeclared interest directly with chosen directors through weyvalleyradio.uk/contact-a-director. For any future grant the station will employ the postholder directly, name a designated responsible officer and a second director to sign reports, account for grant money separately, and enter every reporting date in its reporting calendar on the day the agreement is signed. Grant reports and updates will be published on the station's website.

5. Declaration

I hereby declare that:

☒ the information given in this report and any supplementary documentation is, to the best of my knowledge and belief, true and correct.

Date	12 October 2026
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