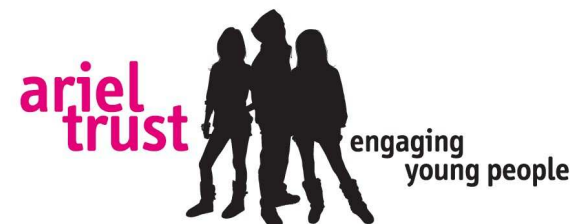


Ariel Trust

Selling services to public agencies

A golden age at Ariel Trust 1996 -2006

- Vocational Radio training offering creative opportunities to young people
- Growth in the radio industry, 1996 = 6 stations in Northwest, 2006 = 36 stations in Northwest
- European Objective Programme on Merseyside meant availability of ESF



Outcomes

- 85% of stations in Northwest employed Ariel trainees
- 11% of people working at Juice FM were Ariel trainees
- 9% of people at BBC Radio Merseyside began their careers at Ariel

New challenges

- Unemployment on Merseyside at lowest level for many years
- Radio industry entering a period of consolidation
- End of the Objective One Programme

A sales led approach

Developing:

- new products and service
- new customers
- a sales team
- a funded offer
- management and admin infrastructure



New products and services

- Learning resources
- Professional development for teachers
- Hotspots
- Q + A Programmes
- Digital Citizenship



New Customers

- Schools
- Local Authorities
- Police
- Fire services
- PCTs
- Trust and foundations



Developing a Sales Team

- Target driven culture
- Monitoring performance
- Staff Bonus scheme
- Training and development

Funded Offer

- Production of 'Question Time' programmes
- Partnership with broadcasters
- Lottery funded
- Developing potential customer



Managing Customers

- Customer database
- Corporate branding
- Invoice processing
- Internal sales reports



A risk worth taking?

- Stressful environment
- A bit like working in a call centre
- I started out as a youth worker
- A modern organisation
- An entrepreneurial buzz
- Creative environment