# CASE STUDY

INVESTORS IN PEOPLE

## GMG Radio (formerly Real Radio)

***"We believe that our accreditation helped towards us winning Station of the Year in the annual GMG Radio Awards, as it was a demonstration to the senior group team of the standards we have achieved in Scotland."***

**Billy Anderson, Managing Director**

### BACKGROUND

**Size:** 81 employees

**Sector:** Broadcast media organisation

**Location:** Glasgow

**Status:** Recognised since 2003

### THE ORGANISATION

Real Radio is a wholly owned subsidiary of GMG Radio Holdings Limited. GMG Radio is one of the UK's largest radio groups and operates stations across the UK under the brands of Real Radio, Century Radio, Smooth Radio & Rock Radio.
Each station is set up to run as a business with its own MD and management team to drive through all operational elements under the control of its own profit and loss.

### IMPACT OF USING INVESTORS IN PEOPLE

Since the purchase of Scot Fm and the re-launch as Real Radio Scotland, the business has focused on getting the culture of the company right. Our mission statement highlights our belief that people are the key to our future success.
"Real Radio's mission is to grow profitably by delivering the best variety of music to our target audience and to provide a cost-effective bridge between our advertisers and their customers through the exceptional talents of our people". The business also produces a list of business values that are communicated to employees and clients - these are the backbone of the culture and something that are strongly believed in.
We were delighted to be awarded the Investors in People Standard, we believe the Investors in People accreditation is a kite mark of excellence and that we, as a business can prove our commitment to employees over a number of set criteria. It was great to hear the feedback from the team, stating they loved coming to work, thrived in the culture and know that Real Radio truly cared about their development. Knowing that we are on the right track and that our team support the decisions we are making and appreciate the policies and culture in place at Real Radio (Scotland), enabled us to focus on the reasons why people enjoyed working for our business and use this to attract others to join our company.
IIP has allowed us to examine our systems and processes and to get an independent assessment of how this stacks up against a proven model. We were able to raise awareness among our employees of aspects such as our management development programme and our business planning process and to put in place further mechanisms to improve ourselves further. We also believe that our accreditation helped towards us winning station of the year in the annual GMG Radio Awards, as it was a demonstration to the senior group team of the standards we have achieved in Scotland.