



# Community Radio Licence Application Form (2006/07).

INSPIRATION FM



## **SECTION ONE: OPENING STATEMENT.**

**1.1 Opening Statement.** Please describe your organisation and its objectives, the nature of your proposed radio station, the community which it intends to serve and its broadcasting philosophy. The statement should be brief, at most no longer than two short paragraphs.

### **Mission Statement**

Inspiration FM will be a community led and managed radio broadcasting service, providing access, information, communication, entertainment, training and employment. Inspiration FM will encourage and promote a voice for those who are under-represented or socially excluded to provide an outlet for creativity, shared vision and expression.

### **Target communities**

We wish to provide a service for the wider community - targeting the Multi-cultural, Diverse, Ethnic minorities, Disadvantaged and the socially excluded members of the community.

### **Objective of the service will be to provide:**

- To create, develop and promote Community Radio for the benefit of the inhabitants of Northampton and surrounding areas
- Access to information A-Z of Knowledge & Needs for the Community locally/nationally/Internationally.
- Explore & Improve Community Cohesion
- Access To Radio Broadcasting and Radio Training Skills
- Developing Music & Arts and providing a platform of express for local people
- Providing Job Opportunities/Work Experience and employment.
- To promote skills leading to employment
- To help relieve poverty, promote health and well-being, promote social cohesion
- To advance both formal and informal education

### **Our Broadcasting Philosophy**

Inspiration FM aim's to put the unity back into the community by raising the awareness, achievements, knowledge and understanding of diverse cultures, within the community, to help promote the views and opinions of others. Our aspirations will be to involve as many cultures and age groups within the target audience in the planning, sound and style of the broadcasting output.

*Please continue to Section Two on next page.*

## SECTION TWO: About Your Organisation and How To Contact You.

**General Note:** Ofcom needs information about your organisation and needs to be able to contact you. **It is very important that you provide accurate information in this section as this is the primary contact information for your group.**

Ofcom needs background information about your organisation and those involved in its ownership, management and operation. In addition to company memorandum and articles of association which you should include with this application, you must ensure that the most recent annual reports and accounts are available in case they should be required.

**PLEASE NOTE: It is ESSENTIAL that you notify Ofcom of any changes to these details as soon as possible. In particular, Ofcom needs to be able to contact you by e-mail and phone. If the details we hold are out of date we may not be able to complete the assessment of your application which could result in its rejection.**

**2.1 Proposed Name of Station.** (This is the name you expect to use to identify the station on-air.)

INSPIRATION FM

**2.2 Public Contact Details.** For publication on the Ofcom website and / or in other relevant publications (published either by Ofcom or third parties directed by Ofcom).

**Contact Name.** (The person who deals with enquiries from the press and public.)

JENNY CAMPBELL

**Public Contact Address.** [You **must** include an accurate postcode]

20 SHEEP STREET, NORTHAMPTON. NN1 2LU

Other **public** contact details for your organisation, as applicable:

Phone Number: 01604 250544

Mobile Number: 07889 765605

Fax Number: 01604 250573

E-mail address: [info@inspirationfm.com](mailto:info@inspirationfm.com)

Web-site: [www.inspirationfm.com](http://www.inspirationfm.com)

**2.3 Contact Name(s) for Ofcom use.** Ofcom may need to contact your group in relation to this application. This is the name of the person you would like to be Ofcom's primary contact. (If this person is the same as the Public Contact in Section 2.2, please tell us this below.)

Jenny Campbell

**2.4 Administrative Contact Address.** [You **must** include an accurate postcode] (If this is the same as the Public Contact Address please state that this is the case in the space below and then answer the supplementary questions which follow.)

**Other contact details for your organisation** as applicable:

**2.5 Company Details: What type of organisation are you?** (Only a 'body corporate' (i.e. a company, not an individual) can hold a Community Radio Licence.) Note: On its own, a registered charity is not a body corporate. If your organisation is a registered charity it must also be a 'body corporate' in order to hold a licence. Please answer the questions below and provide the additional information requested.

Private Limited Company

**Please tell us what sort of structure your organisation has or intends to have.** (For example: company limited by guarantee; community interest company; company limited by shares; corporation.)

Company Limited with Guarantee

**Please tell us when your company was registered** (or, if the process of registration is not yet complete, the date at which you applied for company registration).

6<sup>th</sup> December 2004

**Please provide your company registration number** (if available).

Company No. 5304892

**2.6 Is your organisation a registered charity in England, Wales, Scotland or Northern Ireland?** (Note: you cannot hold a Community Radio Licence if you are only a registered charity. See also previous question.) Please answer the questions below and provide the additional information requested.

Registered Charity

No

**Date of Registration** (or Application).

N/A

**2.7 Supporting Documentation.** Ofcom needs to check that your organisation is eligible to operate a Community Radio Licence. Please confirm that you are providing the required documents.

Certificate of Incorporation enclosed

Yes

Memorandum & Articles of Association enclosed

Yes

**(You MUST make sure you include your organisation's name and postcode on the front page of the constitutional document(s) provided.)**

**2.8 Unavailable Documents.** If you are not able to provide the documents requested above, for example because registration of your company structure is not yet complete, please indicate when these documents are likely to be provided. Please note it is your responsibility to ensure that copies of these documents are provided to Ofcom as soon as possible. If you are providing draft versions of the required documentation, please tell us here.

Draft Memorandum &  
Articles of Association enclosed

No

*Please continue to Section Three on next page.*

### SECTION THREE: Ownership.

**General Note (Sections 3.1 to 3.6):** Ofcom needs information concerning those responsible for the management and policy-making process of your proposed station. **Important!:** The information in sections 3.2 to 3.6 (inclusive) is required for each individual director. Please repeat these sections for *each* person involved.

For sections 3.7 to 3.15, Ofcom requires the information requested in order to check that the applicant would comply with the rules governing who is eligible to hold a community radio licence.

**3.1 DIRECTORS:** Please list the names of all directors below.

Mark Dean  
Jenny Campbell

**For each Director, please provide the following information:**

**3.2 Name of Director** (or Member).

Mark Dean

**3.3 Contact Address**

**Other contact details** as applicable:

E-mail address: [info@inspirationfm.com](mailto:info@inspirationfm.com)

Fax Number: 01604 250573

**3.4 Other Employment.**

BBC Radio Northampton Radio Producer/Presenter (Freelance)

**3.5 Interests relevant to the operation of a community-based radio service.**

- Active Volunteer in the community for over 20 years
- Manager for 15 Restricted Service Licences
- Local Festivals and Northampton Carnival Committee Member
- Secondary Schools Consultant in setting up Radio Stations and training.
- Working with Young People
- Attendance to Local/National/European meetings promoting work and benefits of community radio

**3.6 Expected Role.** (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Station Manager/Programme Controller

**3.2.1 Name of Director (or Member).**

Jenny Campbell

**3.3.2 Contact Address**

**Other contact details** as applicable:

E-mail address: [info@inspirationfm.com](mailto:info@inspirationfm.com)

**3.4.3 Other Employment.**

Bank Administrator

**3.5.4 Interests relevant to the operation of a community-based radio service.**

- Active Volunteer in the community for over 20 years
- Station Co-ordinator for 15 Restricted Service Licences
- Festival organiser
- Youth Project Facilitator
- Project co-ordinator
- Attendance to local/national meetings promoting work and benefits of community radio

**3.6.5 Expected Role.** (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Finance Manager

**3.7 Company Limited by Shares:** Please provide the names and addresses of all members of the company having an interest of 5% or more in the applicant. Please also provide this information for members of any company which has an interest of 5% or more in the applicant.

Not applicable

**General Note:** Please state whether the applicant or any member about whom information has been provided under question 3.7 above is involved in any of the activities listed below, and give the extent of such interest. For these purposes the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). If any of the following categories do not apply, applicants must still complete this section, clearly indicating that this is the case by writing '**none**' in each such section.

**3.8 Local Authorities** - If any Local Authority is involved in your application, please give details of the nature and extent of any such involvement.

None

**3.9 Bodies which are wholly or mainly of a political nature,** or which are affiliated to such a body - If any Political Body is involved in your application, please give details of the nature and extent of any such involvement.

None

**3.10 Bodies whose objects are wholly or mainly of a religious nature** - If any Religious Body is involved in your application, please give details of the nature and extent of any such involvement.

None

**3.11 An individual who is an officer of a body falling within 3.10 above** – Please provide the names of individuals involved in the management or operation of the proposed Community Radio service who are officers of Religious Bodies.

None

**3.12 An advertising agency** or an associate of an advertising agency - Please provide details of any linkages to advertising agencies or associates of advertising agencies (such as sales representatives).

None

**3.13 Other Broadcasting Act licences**, specifying which licences (for example RSL licences). - Please also provide details of any other broadcasting service which is linked to the proposed Community Radio service.

None

**3.14 Affiliations with other bodies** not outlined above, (for example related charities or community groups).

None

**3.15 Other matters which may influence the application.**

Ofcom requires that applicants should, at the time of making this application, notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- a) any director/manager or the applicant group,  
or,
- b) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant group

may not be considered a 'fit and proper person' to participate in a radio licence.

Factors which might exclude a person from involvement would include, for example, any unspent conviction for an offence committed within ten years before the date of this application, any pirate radio offences within the last five years, any un-discharged bankruptcy order, or any disqualification from being a director of a limited company.

Please answer '**No**' below if there are no reasons why Ofcom might consider the applicant not to be a fit and proper person to participate in a radio licence:

No

**If you have answered 'YES' to the above question, please provide details on a separate sheet, such that this information may be kept confidential by Ofcom.**

## **SECTION FOUR: Ability to Maintain Service.**

Section 105(1)(a) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the applicant's ability to maintain the proposed service. This means that we need to know about the experience and expertise of your group, its structure and the management and staffing it would have if your application was to be successful. In addition, we also need to know about your financial position, assets and proposals for funding the operation of your intended service.

**4.1 Please provide us with a brief history of your group**, including when it was formed, its links with other community organisations and membership.

Since 1996 Inspiration FM have completed 15 Restricted Service licences (RSL), these broadcasts have developed into a popular, successful and well loved multicultural radio venture. The organisation was set up by community volunteers with support and funding from the Northampton Borough Council and Northamptonshire County Council. Over the past 11 years Inspiration FM have developed close working relationships with grass roots level organisations, voluntary groups, diverse communities, local businesses, schools, colleges, training education providers, job centre, Northants Police, Health & primary care trust, a variety departments & resources in the Northampton Borough & County Council, as well as the key development and infrastructure organisations responsible through consultation for shaping the future of Northampton. Inspiration FM continues to make valuable contributions to Northampton, using the experience, knowledge they have gained. Inspiration FM is now ready and able at to take this radio project forward. Organisations such as ALL FM and Radio Region (Manchester), New Style FM, (Birmingham) and The Community Media Association (Sheffield) are advisors to the Board and Committee. Inspiration FM is now starting to get its training programme accredited by working in partnership with other organisations. Inspiration FM has been based at 20 Sheep Street, Northampton, NN1 2LU since their inception in 1996.

- Winners of The Queens Award for Voluntary Services 2004 for getting black and ethnic minorities involved in community radio.
- Community award from the Wellingborough African Caribbean Association for outstanding, broadcasting, journalism and coverage for the black & ethnic minorities in Northamptonshire.
- Community award from the "Dreams To Reality Youth Group" for getting young people involved in making and producing radio.
- Started 1996
- Completed 15 RSL to date
- Funded by Northampton Borough Council and Northants County Council
- Fundraising Team
- 1<sup>st</sup> Community Radio Station in England & Wales to have had a paid working agreement with the local BBC Radio station and were instrumental in the development with the Community Media Association and the BBC for the Memorandums of Understanding.
- Sit on the board of Black and Ethnic Minority Sub-regional partnership
- Members of the Community Ethnic Minorities Council
- Links with Voice East Midlands
- Station output is made up of multi-cultural communities
- Non for profit organisation
- Sit on Race Equality Forum
- Council Member for Community Media Association
- Sit on Northampton Carnival Steering Group
- Roots & Culture Festival Northampton committee.

- Working in partnership and assisting with Northamptonshire Police & Northampton Black Police Association in developing the Stop and Search Policy

**4.2 What broadcasting experience does your group have?**

**Has the applicant made any other application** to Ofcom (or its predecessor broadcast regulators – the ITC and the Radio Authority) for any licence within the last five years? If so, please provide details and provide the licence reference number(s) and / or the name(s) of the service(s) for granted licence(s).

Yes

If you answered 'YES' to the above question, please provide details here:

- So far, we have completed 15 Restricted Service Licences

1	Inspiration FM	18/11/1996	15/12/1996
2	Inspiration FM	26/05/1997	22/06/1997
3	Inspiration FM	24/11/1997	21/12/1997
4	Inspiration FM	22/06/1998	19/07/1998
5	Inspiration FM	23/11/1998	20/12/1998
6	Inspiration FM	12/07/1999	08/08/1999
7	Inspiration FM	06/12/1999	02/01/2000
8	Inspiration FM	17/07/2000	13/08/2000
9	Inspiration FM	11/12/2000	07/01/2001
10	Inspiration FM	16/07/2001	12/08/2001
11	Inspiration FM	24/12/2001	20/01/2002
12	Inspiration FM	25/11/2002	22/12/2002
13	Inspiration FM	08/12/2003	04/01/2004
14	Inspiration FM	05/12/2005	01/01/2006
15	Inspiration FM	10/12/2007	06/01/2008

**Has the applicant any other broadcasting experience?** Please include details of Internet radio services operate by the applicant, overseas broadcast experience etc. and any other relevant information here. In addition, if any persons that will be involved in the proposed service on a day-to-day basis bring particular broadcasting expertise, please include brief details here also.

- Experienced former Station Manager for Commercial Radio Station
- Experienced former BBC Producer/Presenter/Journalist
- Current HND Lecturer based at Northampton and Tresham College
- Current BBC producers/presenters
- Current BBC studio support
- Current BBC Broadcast Journalist
- Current BBC Weekend producer
- Current BBC Radio Car trained operators and Outside broadcasts
- Inspiration FM internet Radio has coincided with the last two RSL's set up with Community Media Solutions from the CMA.
- Eight years experience in the BBC in Radio/Website/Multi media platforms and programming.
- Hospital Radio trained volunteers participating in broadcasts.
- Commercial Radio presenters
- Other Community Radio trained volunteer

- BBC 1Xtra producer

**4.3 Management Structure.** Details of board, management committee or equivalent. Please provide details of those individuals who will be responsible for management and policy-making process, outlining individual roles and responsibilities. You should detail the number of people involved and explain their particular roles within the management of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed management structure may be helpful.

Details of board, management committee or equivalent:

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The board consist of Ten individuals:

Mark Dean will be responsible for the day to day running of the station and support in the programming output as Station Manger/Controller and brings the following experience, skills and knowledge:

- 25 years outreach and volunteering experience and knowledge in the community, amongst disadvantaged, socially excluded BME and diverse communities.
- Over 20 years experience organising Promotions Events and Entertainment
- 14 years experience in managing, running and participating in 17 Restricted Service Licences community radio and student radio.
- Eight years experience in BBC Radio Northampton as a (Presenter/Producer/Journalist/Package making, Radio drama/digital editing/programme making/radio car operations/outside broadcasts/technical operations)
- 10 years as Manager in Business Unit managing people and operations
- Qualifications in Training for Trainers course – NVQ4, C & D units (31/32/33 )
- City & Guilds 7302 Course in the delivery of Learning
- Set up student Radio Stations in Schools & Colleges in Northampton
- Set up and run Radio training/ Music Production/Dj ing Courses in schools colleges, community centres in Northamptonshire.
- Outreach work with young people at community centre, in and around Northamptonshire
- Over 20 years DJing and Music Production experience
- Delivered In-house training sessions at Inspiration FM focus being on young people

Jenny Campbell will be responsible for Finance and Operational Activities of station and brings the following experience, skills and knowledge:

- 10 years experience in Finance Management reporting
- 14 years experience in managing, running and participating in Seventeen Restricted Service Licence
- Outreach work with young people at community centre, in and around Northamptonshire
- In-house training at Inspiration FM focus being on young people
- 10 years experience in organising/co-ordinating festivals/local events/workshops
- 17 years experience working in an Administrative role focus being Systems/Procedures
- Recently involved in facilitating young people draw down funding and manage project

<p>David Lewis will be responsible for Community Involvement and brings the following experience, skills and knowledge:</p> <ul style="list-style-type: none"> <li>• 12 Years experience running and participating in community radio</li> <li>• Over 20 years experience organizing Promotions Events and Entertainment</li> <li>• Outreach work with young people at community centre, in and around Northamptonshire</li> <li>• In-house training at Inspiration FM focus being on young people</li> <li>• Over 20 years DJing and music production experience</li> </ul>
<p>John Gonsalves BSC, MSC. will be responsible for IT Infrastructure and brings the following experience, skills and knowledge:</p> <ul style="list-style-type: none"> <li>• IT Consultant</li> <li>• Over 20 years providing social/cultural entertainment for members of the community</li> <li>• Over 10 year experience in IT consultancy</li> <li>• Obtained a degree in software engineering and a Masters degree in business computing</li> <li>• Obtained certificate in delivering training in city &amp; guilds level 3 7302</li> </ul>
<p>Guy Williams will be responsible for Fundraising</p> <ul style="list-style-type: none"> <li>• Over five years experience in people management</li> <li>• Over 12 year experience in community radio and over eight years at BBC Radio</li> <li>• Over 12 years experience as a station technician</li> <li>• 12 years experience in bringing down funding</li> <li>• 12 years experience in marketing and sales</li> </ul>
<p>Tyrone Dean will be responsible for Youth Engagement</p> <ul style="list-style-type: none"> <li>• BBC Northampton Radio Live Sports engineer and studio technician</li> <li>• BTEC national diploma in business studies</li> <li>• BTEC Media studies</li> <li>• Website developer</li> <li>• Youth project funding officer</li> </ul>
<p>Colin Maxwell will be responsible for IT Infrastructure</p> <ul style="list-style-type: none"> <li>• IBM IT Project Manager</li> <li>• 10 years experience as an IT consultant</li> <li>• 12 experience in fundraising</li> <li>• 12 years experience in community radio</li> <li>• 15 years experience in business management</li> <li>• 12 years experience in marketing and sales</li> </ul>
<p>David Williams will be responsible for Station Technician</p> <ul style="list-style-type: none"> <li>• 12 years experience as station technician</li> <li>• 21 years experience in promoting pubs, clubs and music venues</li> <li>• Over 12 year experience in community radio and over eight years at BBC Radio</li> </ul>
<p>Chrespo Campbell will be responsible for Youth Engagement</p> <ul style="list-style-type: none"> <li>• Over 12 year experience in community radio and over eight years at BBC Radio</li> <li>• 15 years experience as an events manager</li> <li>• Over 8 years experience in providing youth DJing and Music training</li> </ul>
<p>Stephen Brown will be responsible for Volunteer Recruitment</p> <ul style="list-style-type: none"> <li>• Community liaison officer for inspiration FM</li> <li>• Over 12 year experience in community radio and over eight years at BBC Radio</li> <li>• Advertising and promotion officer</li> <li>• Program scheduler</li> </ul>

The Management Committee of Inspiration FM will form an advisory group to deal with the editorial aspects of Inspiration FM. The steering group will reflect the cultural demographic of the community by liaising with the wider community. This group will discuss and review Inspiration FM's programming policy and develop new editorial policies for Inspiration FM. Requests for new programs will be considered by this group and any disputes regarding programming issues will be handled by this group.

Minutes from these advisory group meetings will be reviewed at every Steering Committee Meeting and a Director of the company shall be present at every meeting of the steering group.

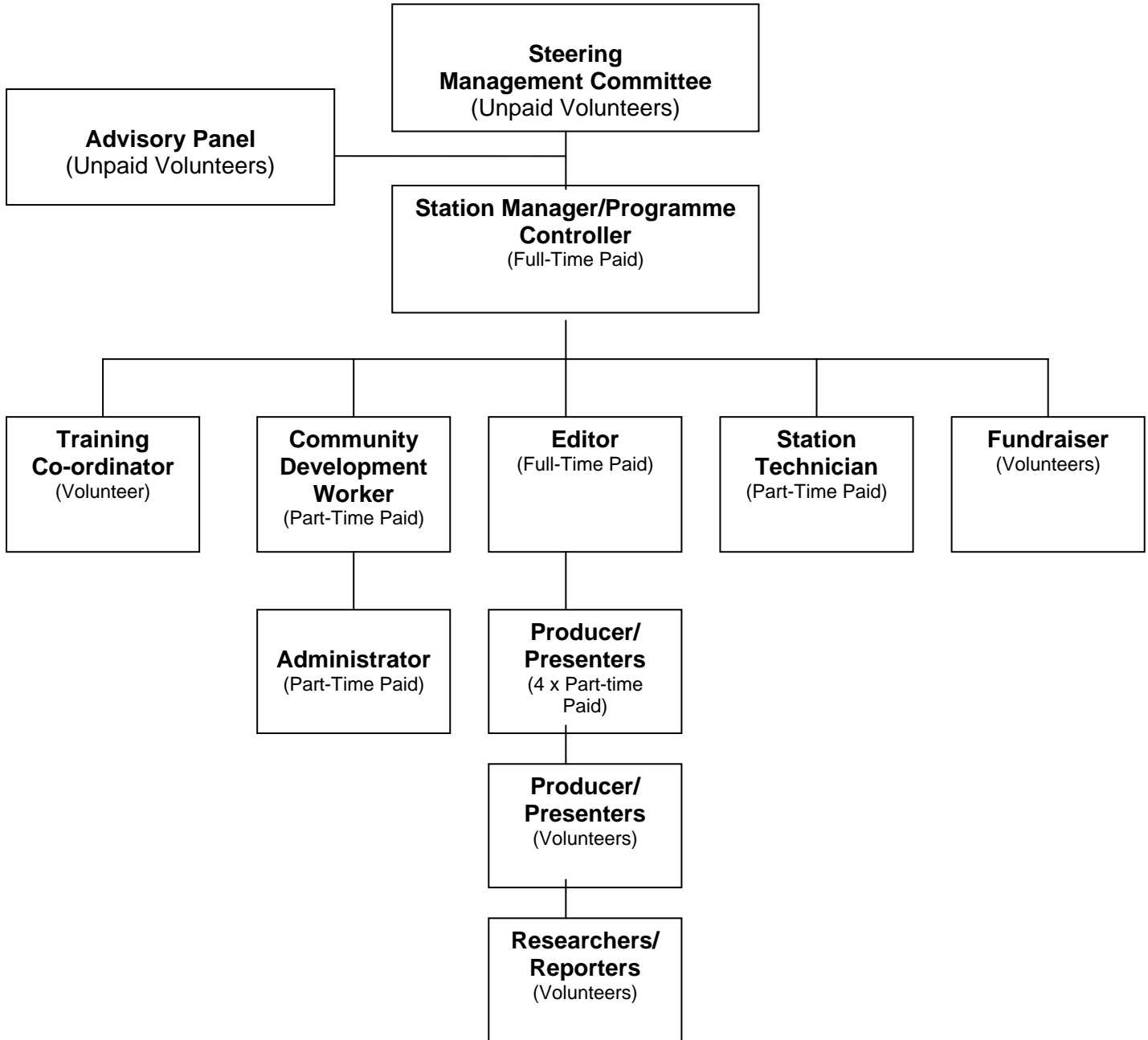
**Advisory Group**

To be selected once licence has been granted.

*Section continues on next page...*

**4.4 Staffing Structure.** Please provide details of the staffing structure of your proposed radio service. You should detail the number of people involved and explain their particular individual roles and responsibilities within the operation of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed staffing structure may be helpful.

**ORGANISATION CHART**



## **Paid Staff Members.**

### **Station Manager/Programme Controller**

(Post could be 1 x full-time or 2 x part-time) 37.5 hrs

- Line management of station staff and volunteers
- Co-ordinating station activity
- Networking to identifying partnerships opportunities
- Fund raising & developing revenue streams
- Co-ordinating the management committee & steering group
- Implementation of its programme policy
- Responsible for presentation style and content
- Responsible for Sales and Financial delivery
- Responsible for Health and Safety policy

### **Community/Volunteer Development Worker** (Part Time 22 hrs)

- Outreach work with groups to gain involvement at Inspiration FM
- Identifying gaps in representation at Inspiration FM and engaging positive action through recruitment to address this.
- Engaging with Local community and voluntary networks.
- Training and supporting volunteers to make radio programs
- Training Volunteers in journalistic techniques and reporting.
- Conducting Inductions & Training with new volunteer.
- Producing daily broadcast with volunteers
- Running a team of marketing volunteers to help promote Inspiration FM

### **Station Administrator** ( Part Time 22hrs)

- Providing Admin support to staff team
- Collection and preparation of monitoring information
- Writing monitoring reports for funders
- General correspondence for Inspiration fm
- Supporting volunteers with expenses claims
- Updating the Inspiration fm website

### **Editor** (Part Time 22hrs)

- Responsible for training volunteers in writing trails, news bulletins journalistic issues, & organising and recording audio playback during late hours.

### **Station Technician** (Part Time 10 hrs)

- Technical support for the station
- Repairing, Installing and servicing new equipment.

### **Presenters x 4** (Part Time 60 hrs -15hrs per presenter)

- 70 Volunteers making/presenting live radio on a weekly fortnightly basis.

### **Volunteer Presenters**

- 70 Volunteers making/presenting live radio on a weekly fortnightly basis.

## SECTION FOUR: Ability to Maintain Service (continued).

**4.14 On-Air Commercial Activities** (see also Section 4.11 above): The legislation for Community Radio places limits on the amount of on-air paid for spot advertising and programme sponsorship that can be generated. No Community Radio station may generate more than 50% of required operational income from these two sources taken together. There are also additional restrictions, in particular relating to areas where small scale commercial broadcasters operate. More detailed information is available in the Notes of Guidance for Community Radio Licence Applicants and Licensees available at:  
[http://www.ofcom.org.uk/radio/ifi/rbl/commun\\_radio/](http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/).

Please provide answers for each question, giving details where appropriate.

During your first year of broadcasting would your proposed station carry on-air spot advertising?

Yes

If you have answered 'No' to the above question, might your proposed service seek to carry on-air spot advertising at a later date?

Not applicable

During your first year of broadcasting would your proposed station carry on-air programme sponsorship?

Yes

If you have answered 'No' to the above question, might your proposed service seek to carry on-air programme sponsorship at a later date?

Not applicable

**4.15 Loans:** If any of your proposed funding (either set-up or operational) is in the form of loans from directors, individuals or organisations associated with the applicant. Please provide details as to the terms of such loans including the expected repayment terms interest rate charged and any other associated costs.

Not applicable

**4.16 Alternative Funding Streams:** What arrangements are in place in case your expected income streams (non-commercial and commercial) do not achieve the anticipated levels? What other options have you explored that might provide financial and / or 'in-kind' support for your proposed service? If you have proposals for expanding and / or changing the funding model of your proposed service after the first year of operation, please also provide details below:

- Fundraising at local level
- Central Government Funding
- Sponsorship from the community
- Charge for some of the services we would normally provide for free.

## SECTION FIVE: Engineering.

Section 105(1)(a) of the 1990 Broadcasting Act requires that when considering a licence application Ofcom takes into account the applicant's ability to maintain the proposed service. In addition to the structural, financial and other matters dealt with in the previous section of this application form, Ofcom also needs detailed information about your engineering and transmission proposals. In order to identify a suitable frequency for your proposed service, Ofcom needs detailed technical proposals about your transmission parameters. ***The following questions must be answered accurately and in full. Requested maps and photographs etc. must be supplied with your application. Ofcom reserves the right to reject your application if you provide incomplete or inaccurate technical information.***

**5.1 Waveband.** Please state whether this application is for an FM or an AM licence. Please also state if you are willing to accept the alternative type of licence should your first choice be unavailable. Please note that if you are willing to accept either FM or AM you must provide technical details for both options, as well as providing relevant financial information under Section Four of this document.

This application is for an FM licence Yes

This application is for an AM licence No

Should the first choice of waveband be unavailable, this applicant is willing to accept a frequency on the alternative wave- band. No

**5.2 Please provide a description of your proposed transmission site.** Please describe the type of building or structure, explaining its current use. Please also tell us if this location is an existing transmission site and tell us who owns it.

It's a private dwelling (semi-detached house) we would erect a mast mounted on the rear wall of the property. Our contractor DJ Broadcasting will de-conflict any interference issues.

**5.3 Please provide an NGR (National Grid Reference)** for your proposed transmitter site. This must be in the format of two letters followed by two groups of three numbers, for example, the grid reference of Ofcom's Riverside House in London is TQ 322 804. (Ordnance Survey maps provide details of how to determine a National Grid Reference, and further information can be found at:  
<http://www.ordnancesurvey.co.uk/oswebsite/qi/nationalgrid/nationalgrid.pdf> )

National Grid Reference = SP 756 639

**5.4 Site Details.** Please provide the name and contact details of the site owner together with the address of the proposed site itself. You **MUST** include the postcode of your proposed site. Applicants should be aware that any subsequent change of site location (even moving less than one kilometre) may mean that a frequency proposed by Ofcom for the proposed service may cease to be usable. If a suitable frequency cannot be secured for use at the alternative site, the proposed service may not be allowed to broadcast.

Name and contact details of site owner:

Address and post code of proposed transmitter site:

Site Availability. Please tick those boxes below which best describe your group's situation regarding its proposed transmitter site.

Site Identified:	Yes
Agreement in Place:	Yes
Under Negotiation:	No
Group Owns Site:	No
Site not yet identified:	N/A

**5.5 Please supply a map** (or 2 x maps) showing the location of your proposed transmitter site and the coverage which you expect to achieve from a transmitter at this location. (Scale of minimum detail 1:25000.)

Transmission site map supplied: Yes

Please see Section 6 Appendix 1

Coverage prediction map supplied Yes

Map enclosed – Please see Section 7 See Appendix 2

**5.6 Please provide photographs** of your proposed transmitter site. Ofcom needs to know what your proposed transmitter site looks like and where it is situated in relation to other buildings and structures nearby. Please make sure that you indicate clearly the proposed location of your transmitter antenna(s).

Photograph(s) supplied: Yes

Please see Section 6 Appendix 2

Number of photographs provided = 6

**5.7 Antenna Details.** For FM licences, what is the height above ground level at which the transmitting aerial would be sited? For AM licences, what is the height of the transmitting antenna? Please confirm your assumed height of the ground above ordnance datum (i.e. sea level) for this site. (All heights must be given in metres, not feet).

(a) FM – Height of Antenna above Ground Level in metres.

15 metres

(b) FM – Total Height of mast or other structure in metres.

15 metres

(c) AM – Height of Transmitting Antenna in metres.

Not applicable

(d) AM & FM – Assumed height of local ground above sea level in metres.

100 metres

**5.8 Radiated Power.** What assumptions are you making about radiated power (for FM in either or both planes of polarisation), including the extent to which this may vary in different directions away from the transmitter? Please complete the appropriate sections below.

(a) If you are proposing to operate on AM, please give the Effective Monopole Radiated Power (EMRP) level you expect to need in order to cover your proposed service area.

Not applicable

(b) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Vertical Polarisation). Note: In urban areas the maximum erp available will be 25 Watts.

50 watts effective rate of power (erp)

(c) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Horizontal Polarisation) (if used). Note: In urban areas the maximum erp available will be 25 Watts.

50 watts effective radiated power (erp)

(d) **Radiation (polar) Pattern.** Please indicate whether you will be using a directional or omni-directional antenna system. If you propose to use a directional antenna system, you must enclose horizontal radiation diagram(s), for the vertically polarised signal component, as well as for the horizontally polarised signal component if this is to be used.

Omni-directional antenna(s) to be used?

Yes

Directional antenna(s) to be used?

No

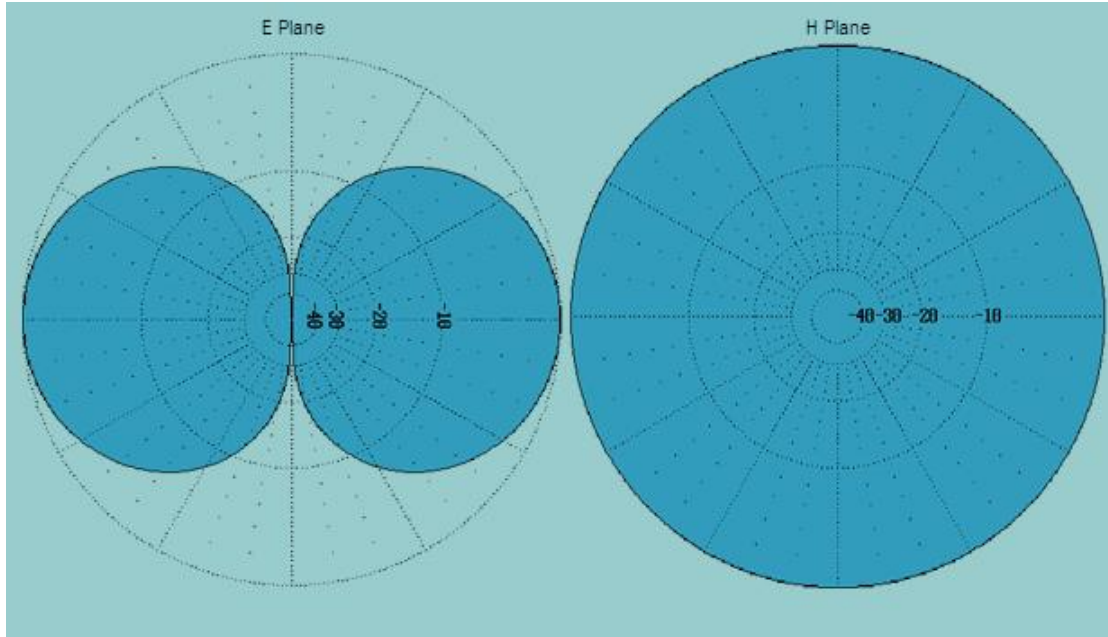
If directional, then horizontal radiation diagram(s), for the vertically polarised signal component, enclosed?

Not applicable

If directional, then horizontal radiation diagram(s), for the horizontally polarised signal component enclosed if used?

Not applicable

#### POLAR DIAGRAM



**5.9 Engineering Compliance, Transmitter Maintenance and Repair.** Please provide details of the person within the applicant group who will be responsible for supervising or undertaking transmitter installation and maintenance (and for ensuring ongoing compliance with Ofcom's Engineering Code). If an outside contractor will be employed, please state who this is expected to be. Explain also the method by which you intend to provide a monitoring-point to allow for regulatory compliance checks by Ofcom engineers. If it is planned to use in-house resources, indicated test equipment available and show how important parameters of the signal will be monitored and controlled.

DJ Broadcasting, 70 Heanor Road, Smalley, Derbyshire. DE7 6DX  
Monitoring points will be provided on the front of the transmitter and eme-coupler will be fitted in line with the aerial.

**5.10 Principal Transmission Equipment.** Ofcom needs to ensure that your proposed transmission equipment is able to meet regulatory performance requirements. Please list the principal items (where possible including details of make and model). Give the maximum power output capability of the transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

Please list principal items of transmission equipment, together with manufacturer's

names and model numbers.

Alice Level Devel  
Behringer - single band audio compressor – MDX2600  
SBS 150 watts stereo broadcast transmitter – SM150/S  
J Beam end fed half wave antenna (unity gain) – model number 7500 XXX  
EME-Coupler in line with aerial  
8ZTEZ silver dynamic RDS encoder system

Please state the maximum power output capability of your transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

150 watts

**5.11 Stereo transmissions.** In the case of FM transmissions, provided a suitable frequency resource can be identified, does your group intend to broadcast in stereo?

Broadcasts in stereo? Yes

**5.12 RDS.** Please state whether you plan to transmit a Radio Data System identification signal (RDS) in your broadcast transmissions (Please Note: RDS can only be transmitted by FM services allowed to broadcast in stereo).

RDS data to be broadcast? Yes

*Please continue to Section Six on next page.*

## SECTION SIX: Programming Output.

Section 105(1) of the 1990 Broadcasting Act has two provisions which relate specifically to the programme output of Community Radio services. Section 105(1)(b) of the Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities), whilst Section 105(1)(c) requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

Before considering these two specific requirements, Ofcom needs to have a detailed understanding of the community (or communities) your proposed station would serve and of the programming service you propose to provide. Please answer the following questions, considering your answers in relation to the above requirements of the Act.

The Community Radio Order 2004 defines a 'community' as:

- (a) the persons who live or work or undergo education or training in a particular area or locality,
- or,
- (b) Persons who (whether or not they fall within paragraph (a)) have one or more interests or characteristics in common.

**6.1 Target Community (or Target Communities) and Community Demographics.** Please provide an outline definition of the community / communities you are proposing to serve. Please then include demographic information including:

- (a) Where they live,
- (b) The size of the population concerned,
- (c) Socio-economic information (for example include details of the makeup of the population as a whole within the area to which you propose broadcasting).

Target Community: Map enclosed see Appendix 1

We wish to provide a service for the multi-cultural/diverse ethnic minorities and the socially excluded members of the community; information from previous broadcasts, have shown that listeners from the wider community have also shown great interest and have participated in our programming, community issues, news, information, local topics and widely based niche music programmes. We have members from the communities broadcasting .Asian, African, Irish, Greek, Mediterranean, Somali, Punjabi, Eastern Europeans, speech and specialist music shows.

Northampton is the largest town in the county with a population of 200,000. The population is projected to expand up to 300,000 within the next 12 years.

Inspiration FM intends to provide a service for those who are under represented in the community and who don't have a voice.

Northampton's cultural diversity consists of:

- 91.6% White
- 1.7% Mixed heritage
- 2.4% Black
- 3.3% Asian
- 1.0% Chinese

The target communities we are proposing to serve:

**Where they live**The size of the population:

- |            |           |
|------------|-----------|
| Billing    | Castle    |
| Delapre    | Eastfield |
| Lumbertubs | St David  |
| St James   | Spencer   |
| Thorplands |           |

**Demographics**

WARDS	Billing	Delapre	Lumbertubs	St James	Thorplands	Castle	Eastfield	St David	Spencer
All	8695	8237	8907	8550	8093	9068	9118	6157	8545
Male	4260	4118	4275	4189	3965	4715	4376	2893	4101
Female	4434	4118	4631	4360	4127	4261	4741	3263	4443

Source: Northampton Borough Council

**Social economic information**

**Indices of Deprivation**

The indices of Deprivation 2004 ranks County and Unitary Authorities. In virtually all the ranks Northants is the 3rd best in the region (Leicestershire and Rutland are better). However when you look at the Income and Employment Ranks the position changes. In the income Rank Northants is 6th most deprived out of 11 and in the Employment Rank the 4th most deprived again out of 11.

The Indices also ranks all 354 local authorities with 1 being the most deprived. In all cases Northampton has become more deprived since the Indices 2000 in all Ranks apart from Income where the position has improved 5 places. We are in the bottom quartile for Income and Employment. The Rank of Extent is the proportion of a district's population living in the most deprived SOA's in the country, and in this rank our position has worsened by over 40 ranks, placing us within the most deprived third of Authorities in the country.

There are 32482 Super Output Areas (SOA's in the country. Northampton has approximately 35% of the SOA's in the county and this equates roughly to our share of the population.

In the IMD of the Indices of Deprivation 2000 Northampton had 6 of the counties 14 wards in the most deprived 20% in the country, Spencer, St Crispin, Castle, Lumbertubs, Eastfield and Thorplands. The ward geography has changed since then and combined with the data now being at a lower level has resulted in some changes within the 20% most deprived.

Wards that have SOA's within the most deprived 20% in the country on the IMD 2004 are Billing, Castle, Delapre, Eastfield, Lumbertubs, St David, St James, Spencer and Thorplands.

Two of the SOA's in Castle ward seem to suffer the most severe deprivation in Northampton. The Spring Boroughs SOA appears in the most deprived 5% in the country in 5 out of the 8 domains. A Castle ward has 4 of its 6 SOA's in the most deprived 20% in the country on the IMD.

Spencer has the highest number of deprived SOA's with 5 out of the 6 appearing in the most deprived 20% in the country on the IMD.

Followed by Lumbertubs with 3 out of 6, Thorplands with 3 out of 5 and St David with 2 out of 4 again on the IMD

Then Delapre and Eastfield both with 2 out of 6

Billing and St James have 1 SOA each in the most deprived 20% in the country

St Crispin featured in the most deprived 20% in the IMD 2000 but its most deprived SOA is now outside this range.

IMD Northampton has the 3 most deprived SOA's in Northants and 4 out of the most deprived 10. Spring Boroughs is in the most deprived 2% in the country. Northants has 44 SOA's within the most deprived 20% in the country 23 of which are in Northampton. 18% of Northampton SOA's are within the most deprived 20% in the country.

Income Domain Northampton has the 2nd most deprived SOA in Northants and 6 out of the most deprived 10 all of them being within the most deprived 9% in the country. 18% of Northampton SOA's are within the most deprived 20% in the country.

Employment Domain Northampton has the 5 most deprived SOA's in Northants and no further ones in the most deprived 10. The most deprived SOA is again Spring Boroughs and is within the most deprived 2%, there are 2 further SOA's within the most deprived 4%. 9% of Northampton SOA's are within the most deprived 20% in the country.

Health and Disability Domain Northampton has the most deprived 2 SOAs in Northants and 3 out of the most deprived 10. The most deprived 2 are both in Castle ward and within the most deprived 2.5% in the country. 8% of Northampton SOA's are within the most deprived 20% in the country.

Education Skills and Training Domain Northampton has 2 out of the most deprived 10 in Northants, however those 2 are within the most deprived 2.5% in the country. 29% of Northampton SOA's are within the most deprived 20% in the country.

Barriers to Housing and Services Domain Northampton has 2 out of the most deprived 10 in Northants and they are within the most deprived 7% in the country.

10% of Northampton SOA's are within the most deprived 20% in the country.

Crime and Disorder Domain Northampton has 3 out of the most deprived 10 in Northants. Corby has the worst SOA ranged at 37 out of 32482 and Spring Boroughs is next at 97. Northampton has 4 SOA's in the worst 2% in the country.

40% of Northampton SOA's are within the most deprived 20% in the country.

Living Environment Domain Northampton has the 2 most deprived SOA's in Northants and 7 out of the most deprived 10 in the county.

Income Deprivation Affecting Children one SOA in Castle is in the most deprived 5% in the country. In total Northampton has 26 SOA's (20% of our total number of SOA's) in the worst 20% in the country

#### Census and other statistical information

Employment Over 50% of the unemployed live in just 6 of the 23 wards in Northampton. The rate for long term unemployment is above national average.

Health The census 2001 revealed that nearly 30% of households in Northampton have at least 1 person with a limiting long term illness and almost 1-10 are providing unpaid care.

Education A Basic Skills Agency survey showed that Northampton was above the normal average for adults with literacy and numeric difficulties. The census 2001 revealed that 29% of adults in Northampton had no qualifications.

**6.2 Programme Service.** Please provide a brief overview as to the nature of your proposed community radio service. Outline in general terms the approach and objectives of the programme service, the broad format and content to be provided.

The nature of Inspiration FM proposed radio service is to create a radio station that breathes harmony into the community. Inspiration Fm aim is to sound as slick as a BBC Radio Station but with ultra community values, bringing voices, more choices to the airwaves. A mouthpiece for the community, a place to feel as one, promoting racial harmony, cultural understanding breaking down barriers and stereo types. Inspiration FM will put the Unity back into The Community.

Since 1996 Inspiration FM has successfully completed fifteen 28 days Restricted Service Licenses, These broadcasts were developed with the consultation of volunteers, the community and corporate statutory bodies and organisations... With this information & statistics Inspiration FM Radio have been able to develop a unique format of community radio for our listeners and target audience, which has been put to the test and works well with the communities of Northampton. The rich blend of music mix, and the broad range of Information, topics features delivered by local faces in the community have proved to be a success and a true reflection of the communities needs and makes Inspiration FM service different from the other local radio services. Publicising/advertising small/big events/ recruitment/ jobs/neighbourhood watch schemes with the police, has helped voluntary groups, community groups inform their community of the activities happening in it/around it.

Local Sports Show, Kids Show, Teenagers Show, College Students show, History/Facts Show (Did You Know..... Show) Come & Play Show (out of the hat draw show where members of the community come in and play songs from their music collection) are shows on Inspiration FM that are not found on any other local stations.

Inspiration FM has unique radio programmes that have won awards. The Greek show on Inspiration fm is the only Greek show on radio outside of London. The show was featured in Greek magazines/Newspapers.

The wide variety of music played on Inspiration FM will never be heard on any other local stations.

Niche music radio shows for music lovers and dancers bringing back memories of revival classics tunes played at clubs and pubs by the Dj's of that time.

**6.3 Broadcast Hours.** Please detail the number of hours of programme output you plan on broadcasting each day. If these differ between, for example, between week days and weekends, please provide details. Please let us know to what extent (if any) you are planning to repeat the transmission of particular output at differing times of day. If the number of hours broadcast is expected to increase over the licence period, please provide details.

Mon –Thu 18 hours per day 6am till midnight - Automation from midnight till 6am from a computer play out system

Fri - 6am – Non stop 24 hour broadcasting through to Sunday Midnight across the weekend.

Inspiration Fm will look to produce in the future a 24 hours broadcasting service seven days per week.

**6.4 Amount of locally produced output included.** How many hours per day is station output expected to be produced locally? Please, detail when during the day such output would normally be broadcast. (If the amount of locally broadcast material varies between week-days and the weekend please explain this in your answer.)

Elements to be:

**Mon-Fri (Hourly)**

Features 3-5 minutes

We intend to produce a range of regular features which may vary. These may include:

- Weekly interviews with Councillors representing different wards
- Weekly interviews with various Voluntary/Community organisations

Additional we will produce features which stimulate and challenge such as:

Career Changes

Focus on environmental issues

Short features 1-2 minutes

We will broadcast these items on a regular basis:

Road Traffic/travel information (Road watch, Air, Rail operators)

IRN and/or Local Business News

Entertainment news

Weather

Inspiration Fm aims to produce 8 -10 segments a day of locally produced broadcast material between the week day hours of 6 am to 12am. Some of these segments may be played back during automation hours between 12am & 6am weekdays. For weekends Inspiration Fm aims to 6-8 segments per day over the weekends Sat & Sun.

**6.5 Details of Third party Programming Sources.** Please provide information about any third-party programming output which you expect to broadcast. (This might for example include a news service, overnight sustaining service, or programming made by independent groups or community organisations.)

- Local BBC radio Northampton
- Radio Drama's
- Northampton Herald & Post and Mercury New Paper Groups
- Some Greek News during specialist programming
- Some Asian during specialist programming
- Some Irish during specialist programming
- Some African during specialist programming
- Some Eastern European languages during specialist programmes.
- Independent Radio News & other news sources

**6.6 Music and Speech Balance.** Please provide the expected ratio of music to speech-based output of your proposed Community Radio service. If this varies over a 24 hour period please give details. In addition if you expect to alter this ratio over the course of a five year licence please give details of such expected changes (for example if you expect to begin with limited amounts of speech content that may expand later on in the lifetime of a licence award period).

Music Rotation of Charts/Dance/Rnb/Reggae/Diverse Music styles

- Daytime 6am -6am - 70% Music 30% speech
  - Discussion's debates-Phone inns 50% speech 50% Music when necessary, if there is breaking news.
  - Community shows 6-8pm - 70% Music 30% speech
- Specialist shows 8-6am weekends - 20% speech 80% Music

**6.7 Type(s) of music output included.** Please give details of the type(s) of music that you intend to include in your broadcasts. If you intend to provide more than one type of music (for example if you will be including specialist music programmes for different genres), please provide a percentage breakdown of expected music output by genre, and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of music output only.)

Styles of Music to played on the station. Chart, Dance, Rnb, Classics Sounds, Reggae, Gospel 60's 70's 80's 90's right up to date. Traditional Asian/Punjabi African Mixtures/African Caribbean/ Northern Soul/ Jazz// Drum & Bass/ House/ Garage/Soca , Rnb/ Bhangra/ Hip Hop/ Dancehall/ambient/Local Bands & Music/Country/Rock, Urban

- Daytime Playlists
- Charts/Asian/African/Irish/Greek/Gospel/Soul rnb Soul reggae/dance - 60 hrs per week 43%
- Specialist Music Programs 80 hrs per week 57 %
- Specialist Music Programs include the following types

**6.8 Type(s) of speech output included.** Please provide a percentage breakdown of expected speech output by type, (for example discussion programmes, news, documentaries, interviews etc.), and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of speech output only.)

- Discussion 20%
- News 6.6%
- Information & Advice 33.3%
- Interviews 35%
- Debate 5.1%

**6.9 Automated Output.** Please provide details of any automated output. These should include information about any whole programmes or lengthy sequences which will be originated locally yet be wholly automated or pre-recorded, and not reliant upon the presence of a presenter. Indicate the scheduling, duration and method of provision of such output (e.g. play-out system or satellite delivery etc.).

Monday-Friday we expect to use automation between 12am-6am at the start of broadcasting on the five year license but intend to increase it to 24 hours as time & resources go on. We may use the automated service occasionally in the event a presenter cannot make it to their show or an emergency.

**6.10 Broadcast Languages(s).** Please list the languages you intend to broadcast in. Where broadcasts will be in more than one language, please give details of expected percentage amounts of programming and proposed time(s) of scheduling in each language.

- English 92.9%
- Urdu 1.9 %
- Greek 1.0%
- African 1.0%
- Somali 1.1%
- Punjab 1.0%
- Other 1.1%

**6.10 Tastes and Interests.** Section 105(1)(b) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities).

When answering this question, please include findings from any research undertaken amongst members of your target community (or communities) together with any other information which demonstrates your understanding of their tastes and interests. You should also provide evidence as to why your proposed programming (as previously described above) would be relevant and cater for such tastes and interests.

We wish to provide a service for the multi-cultural/diverse ethnic minorities and the socially excluded members of the community inclusive of local bands and music produced in the town. Information from previous broadcasts, have shown that listeners from the wider community have also shown great interest and have

participated in our programming, community issues, debates news, information, local topics and widely based charts, rnb, reggae, hip hop, electro and niche music programmes. We have members from the communities broadcasting .Asian, African. Irish, Greek, Mediterranean, Somali, Punjabi, Eastern Europeans, speech and specialist music shows.

*See Apendix*

**6.11 Different and Distinct.** Section 105(1)(c) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

How will your proposed community radio service be different and distinct from existing (non-BBC) local radio services in the area concerned (both local commercial stations and any existing community stations), and how will it broaden the range of programming offered in the locality? In addition, please explain how your proposed service will be of a nature or deliver content distinct from that of any other local service with which it overlaps by fifty per cent or more in terms of population. Please Note: Ofcom makes available coverage maps of its permanent licensed analogue commercial radio services on its web-site at:

<http://www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main.htm>

If you think that your proposed service may also overlap the coverage of an existing Community Radio service by more than fifty percent in terms of population, you may not be able to check this on Ofcom's web-site. Instead, you may contact Ofcom's Community Radio Team for further information.

## **Music**

The unique blend of cultures and music and interviews & information will give listeners a new choice of station to listen too. It will be local people doing true local community radio from the grass roots levels right up. Some of the music played shall be local artists, New UK talent, bedroom producers and a wide variety of multicultural music from ethnic minority origins. Inspiration FM will also play artists in these genres that are not just on main stream record labels these categories of music will include – R&B, Hip Hop, Bhangra, Greek, Soca, Jungle, Irish, African, Reggae and Dance.

## **Speech**

Ultra Local community news will be our key unique selling point. Presently ethnic minorities are the most difficult communities to reach, due to there being no local form of media that represents their community. Therefore having a central focal point to disseminate local information that will reach ethnic minority/young communities. Interviews with key community figures and organisations from different ethnic communities. Interviews will include listener participation, phone-ins, open discussions as well as one to one formal interviews. A percentage of the language will be in Asian, Greek, African but the majority will be in English. News reports are planned to come from IRN, BBC local radio and Northampton Herald & Post (local newspaper).

## SECTION SEVEN: Evidence of Demand and Support.

Section 105(1)(d) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent of local demand for, or support for the provision of the proposed service. Ofcom needs information about the range and scope of demand and support which you have identified for your proposed service. This can include a variety of information, for example: letters from statutory or voluntary sector organisations which expect to contribute practically and / or financially to your operations, or which would expect to collaborate with you in joint activities; evidence of interest in your service generated through RSL activities; results of research; letters of support from local politicians, educational or religious bodies etc.; support from the business sector etc. Please Note:

It is for applicants to decide what evidence of support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support generated by your group. The submission of promotional videos and / or other supplementary promotional material is strongly discouraged.

**7.1 Evidence of Demand / Support.** Please provide a summary of evidence of demand and / or support for your proposed service. Copies of letters or research reports etc. should be submitted in separate appendices, which will not be published. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence.

### 2004 QUEENS AWARD



Winners of  
The Queen's Award for  
Voluntary Service 2004

#### **“For encouraging black and ethnic minorities to be involved in community radio”**

Inspiration FM have won a number of prestigious awards a true reflection of Inspiration FM dedication and professionalism but also the warm regard and esteem it is held in by the local public and business community.

#### **Northants Police Community Action Award 2001**

For exceptional accomplishments in the work carried out by Inspiration FM in the community

### **Black History Month Award 2002**

Countywide award for media, journalism, radio training and delivery of multi-cultural broadcasts for the Black and Ethnic Minority communities of Northamptonshire.

### **Queens Award for Voluntary Groups 2004**

In the summer of 2004 members of Inspiration FM were invited to Saint James' Palace, London to meet the Queen and members of the Royal family, together with other organisations who were also winners of the Queen's Award.

### **Northampton Afro Caribbean Centre Community Awards January 2005**

Inspiration FM receives a community action award for training and involving young people in delivering radio broadcasts.

### **Dreams to Reality Youth Project 2005**

### **Nomination for BBC Frank Gillard Awards 2005**

**Over the years listed below are just a few of the organisations we have received support from:**

- Northampton Borough Council 12 years
- Northampton County Council 12 years
- BBC Radio Northampton 8 years
- Community Volunteers 10 years age range from 6 to 60
- Tony Clarke ex Labour MP
- Sally Keeble Labour MP
- SRB5 Training Funds
- SRB6 Training Funds
- Local Network fund Training Funds
- Catalyst Fund Training Funds
- Princes Trust Training Funds
- Black Police Association
- Crown Prosecution Service
- Connexions
- Northampton College
- Many Statutory organisations and Community groups
- Northampton Carnival

### **LOCAL SUPPORT FOR APPLICANT**

Inspiration FM since 1996 have been inundated with requests/enquires from voluntary/ community organisations, Northampton Borough Council, Northamptonshire County Council, Northants Police just to name of few, wishing to be involved with Inspiration FM. Listed below are a few different ways we have used community radio as a way of involving various sectors of the community and also proves the need for a community radio station in Northampton Town.

## **Partnerships**

### Achievements

Northampton College – 13-16 young people attended training sessions during their summer holiday

### Current

BBC Radio Northampton  
Evolve you Future  
Tresham College

## **Local Projects**

### More Recent Achievements

Magdelene College  
Casper Project  
Teenage Pregnancy  
Stop and Search  
Website Creation

## **Involvement**

### Achievements

Northampton Carnival Committee member  
BME SRP Thematic Partnership  
Race Equality Forum  
Stop & Search Consultation

## **Feedback from Interviewees**

Comments/Complements from community organisations, statutory organisations, individuals who have been interviewed on previous restricted service licences.....

Alison Reynolds, Y.W.C.A.: “It will give us the profile and acknowledgement our project needs”

Julie Buckingham, Northamptonshire Association Youth Clubs: “Vital to link organisations and communities”

Chandni Patel, Northants Police: “ Get out to minority communities about recruitment in Police Force”

Northants Police: “Putting the message across for the public to be careful with their personal information. Getting to the local community some of whom would not listen to other conventional radio stations”

Tracey Tachikawa, Lern Today Ltd: “it will raise awareness of our services and help promote our special event “Polish Day”. It gives a voice to minority communities and makes sure that local events are publicised/issues are debated”

Mazza: “We need the station to support the community there is nothing like this in Northampton”

Editor, Herald and Post: “A chance to link our commitment to rolling out into the community. Provides a wide-ranging alternative”

PC Steve Harry, Northants Police: “Positive a proactive road safety engagement/education opportunities for public feedback and problem solving”

Kate Wright, Northants Police: “Raise Awareness of our pro=active initiatives to tackle seasonal crime. Provides local community information to specific local audience”

Mike Prescott, Black Consortium: “I would like to think that mor funds are made available to the station”

Hazel Platt, Northamptonshire County Council: “This will raise the need for more Foster Carers within Northamptonshire, particularly for brothers and sisters, children from the Black Minority ethnic communities. It provides news, information, which affects the local community”

Sandra McDermott, Family Support Link: “The Message will go to many more people who need our service. It is very important for community issues to be broadcast to the community – It is accessible to all”.

Northampton Music UK: “Awareness. Positive involvement for the youth”

Sue Lowe, Northamptonshire County Council: “Possible adoption applicants from Ethnic minority groups. Communication with ethnic minority communities”

P Flynn, Magic Horse Books: “On air all the time, its’ a breath of fresh air”

Please refer to **Section 4** are letters of support we have received over the years.

*Please continue to Section Eight on next page.*

## **SECTION EIGHT: Delivering 'Social Gain'.**

Section 105(1)(e) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that every applicant for a community radio service must demonstrate that the proposed service would be provided primarily for the good of members of the public, or of the target community, and in order to deliver 'social gain' (both on air as part of its broadcast output and through other activities).

Applicants must provide evidence that their proposed service would result in the delivery of significant social gain to the public, or the target community. In addition, when deciding whether or to whom to award a community radio licence, one of the criteria to which Ofcom must have regard is the extent to which the proposed service would result in the delivery of social gain to the target community. The Community Radio Order lists four mandatory social gain objectives and a further (non-exhaustive) list of seven other social gain objectives that may be applicable.

Please use the first three questions in this section (boxes 8.1 to 8.3) to answer general questions about how the applicant proposes to serve its target community.

Explain (in boxes 8.4 to 8.7 below) how you propose to meet the four mandatory social gain objectives and explain (in box 8.8 below) what additional social gain objectives (if any) you intend to include as social gain objectives for your proposed service. For each of the objectives, please specify the nature of the targets involved and outline how you expect these to be achieved.

Finally, this section of the application form also gives applicants the opportunity to detail other forms of community involvement (boxes 8.9 to 8.11).

**8.1 Addressing Community Needs.** Please give a general overview of how, through the delivery of 'social gain' and other non-broadcast activities, you propose to ensure that your service will address community needs.

### **Inspiration FM plan to address Community Needs by :**

Inspiration Fm will provide the provision of sound broadcasting services to individuals who are underserved in Northampton by providing them access to the airwaves, providing training to make, produce to present or support a radio program which will allow the facilitation of discussion, expression and opinion. These radio shows will strengthen, support, inform and educate particular communities and the links within it.

Inspiration FM will develop the personal and creative skills of individuals from the community and increase their confidence using radio as the tool. Inspiration Fm will continue building community cohesion and strengthen relationships including those relationships across age groups and diverse cultures, whilst creating opportunities for young and old to work together.

Inspiration FM intend to ensure community radio is accountable to the community by reviewing/reshaping the service of the station with the communities it is meant to serve by the use of:

- Local Steering Group
- Listener Surveys
- Media Forums

- Evaluation Forms (Users of the service/Volunteers/listeners)
- Monitoring/discussion with user service providers/ volunteers/ users of our mission statement

Use of interactive website and other IT tools

Through statistics, and reflective practices from previous RSL broadcasts Inspiration fm have devised a format of a diverse mix of programming which is aimed to provide all sections of the community with entertainment and information

With Information/Training disseminated to the community through radio broadcasting/ info on websites, journalistic research/ Speech/interviews from the community/organisations, statutory bodies and legislations that may very well affect their lifestyles, we believe our target audience will have access to meeting their needs. Inclusive that the mixed communities partake in presenting radio shows of different genres /specialist music broadens the range of music choice.

The multicultural line up of shows on Inspiration FM broadens the listener's choice and participation.

Asian weekly radio show

African weekly radio show

Irish weekly radio show

Greek Mediterranean weekly radio show

Somalia weekly radio show

Eastern European Show

Punjabi weekly radio show

Gospel weekly radio shows

Specialist weekly music shows

Local Bands & Music weekly show

Sports Review weekly show radio

Kids children show

College Students weekly radio show (putting training into reality)

Woman's weekly radio show

Broad Choice of music/speech shows daily

Inspiration Fm plan to run rolling special programmes with the organisations & statutory bodies listed below.

Information dissemination/distribution/awareness to the target audience.

- Northampton Borough Council 4 weeks programmed into shows
- Northampton County Council 4 weeks programmed into shows
- Schools 4 week programmes,
- Police 4 weeks programmed into shows
- Health 4 weeks programmed into shows
- Drug Addiction 4 weeks programmed into shows
- Participation of these organisations to come on board for 4 weeks programmed into shows

**8.2 Targets and Milestones.** List key specific objectives of your proposed service. Highlight key stages detailing what is expected to be achieved, how it will be achieved, with dates and any review process to monitor/alter objectives for the first year of operation. Please state how objectives will be reviewed and developed. Please use clearly phrased bullet points, for example:

- *"Providing (xx number) work placements / training places for target groups within (xx months) through liaison with (xx) organisation"*
- *"Reviews by community panels and questionnaires etc."*
- *"Quarterly in-house assessments of targets."*

### **Training Courses Development**

Lecturers from the Northampton College are currently working in partnership delivering training for Inspiration fm volunteers. The quality of training is very good, so inspirations FM are in consultation with the college and agencies to accredit our courses in Radio DJ'ing and Music production.

#### **Output/Outcomes**

Inspirations Fm will continue working towards this process of accredited training. Our aim is to have our second trained accredited community volunteers inside our first year of broadcasting.

6 - 12 Volunteers x 10 week Radio Training will be our first wave of trainees before we start our 5 year licence. (If we receive the 5 year license)

### **Enhanced Youth Work**

We are discussing with wards with anti-social behaviour of partnerships in supporting, mentoring training groups of vulnerable young people who are risk of being excluded from schools.

#### **Output/Outcomes**

Inspiration Fm aim to set up joint funding bids with youth workers in these areas, to work with some of the young people and get them involved in the community radio and point them in the direction of some of the organisations we know that give Advice and guidance. (eg Connexions, Evolve Your Future)

### **Working In Schools**

Inspirations Fm have already set up 1 student radio station in a secondary school and are currently setting up another, with two more schools to have further discussions with.

#### **Output/Outcomes**

Inspiration Fm plan to deliver training in the schools or at base to raise funds to support the community radio license .(When we receive the 5 year license)  
Inspiration Fm aim to progress some of the young people they will work with in the schools to participate in Inspiration FM community radio 5 year radio broadcast

## **Spreading Our Services Into The Wider County.**

Northamptonshire is one of the biggest counties in England, Wellingborough, Daventry, Kettering, Corby, Rushden, Raunds are small to large towns which are growing in size, and with the growth come some of the social issues we have been targeting in Northampton Town. We have been asked by some of these boroughs to come and deliver workshops and training which have made such an impact to the users we have had to go back and deliver Part Two. **Working In Partnerships**

Inspirations FM have been involved with Multi-cultural festivals (e.g. Carnival) and local events yearly since 1996. In 2005 we were involved in developing a 3 day Education & Music festival with the Black Police Association, Northampton Black History Project. Workshops to inspire and gather information on education, anti-social behaviour, history, role models, mentors e.t.c

### **Output/Outcomes**

Inspiration Fm aim to be part of the Carnival & Roots festival for 2008 as an Rsl.

### **5 Year Community License**

Training All Previous and New Volunteers ready for 5 year Community Radio License switch on date

<p><b>8.3 Numbers Involved.</b> Include information about access by the community to the station. For example include projections of the number of training, voluntary, and paid employment places provided. If numbers are expected to increase over time, please give estimates of the predicted increases and of the particular timescales involved.</p>
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We plan to start off with 5 paid staff places moving up to possible 8 places after 3 years.

We plan to have 50- 70 volunteers at any one time having access to the station..

We plan to train all of our volunteers in their chosen areas before switching on for the 5yr broadcast date.2010

<p><b>8.4 Target Audience (<i>Mandatory social gain objective</i>).</b> Explain how you have identified your target audience(s) (defined in Section six) as including individuals "who are otherwise underserved" (in terms of broadcasting services) and explain what appropriate radio programming you intend to provide.</p>
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We identified our target audience through fifteen RSL broadcasts, since 1996. We found this identified parts of the demographic communities who enjoy listening to a broad range of music and useful information not available on existing stations in Northampton. It also allowed listeners the opportunity engage in participation and dialogue on issues that affect them at local level. Ethnic/disadvantaged minorities and young people gain access to the airwaves within a broad mix of music, information and entertainment from a more diverse perspective within Northampton. We also set up field research using questionnaires, and with the help of our volunteers we identified likes and dislikes, of our target audience.

After completing 15 RSLs our target audience already have an existing relationship of the service to be provided which will be of general interest to the community

**8.5 Discussion and opinion (*Mandatory social gain objective*).** Explain how your proposed service will "facilitate discussion and the expression of opinion".

- Open discussion
- Talk shows
- Live calls
- Targeted topics at the communities

Our training course focuses on helping our volunteers to find ways to express themselves and to generate ideas for their shows which are of interest to the local community. Most content for the shows we air, is driven by the volunteers, with support from the staff team. We have a formal induction for new volunteers and a handbook outlining broadcasting guidelines and this combined with regular support allows volunteers to fully express themselves, with a clear framework.

We have regular debates on issues which are identified by our Volunteers Groups, Listeners and the staff team. These debates have provided ways for issues raised by the community to be taken directly to the relevant Council Officers and agencies that can help to resolve or explore the issue further.

Our daily (Mon-Fri) afternoon shows is the main platform for discussion of issues affecting the residents and groups working and living in the area. These shows are very successful in raising the profile of Inspiration FM among the community and voluntary sector. Inspiration FM has wonderful working relationships with all the different local and regional organisations representing the public, private and voluntary sectors that form the Northampton Community Strategy.

We invite listeners to phone in and express themselves in most shows we put on air and many of our specialist music shows run competitions for unsigned and emerging musicians and artists to profile their work and to let the wider community know what they are doing.

We have supported a number of different events through our RSL broadcasts eg Irchester Roots Festival, Balloon festival, Formula 1 at Silverstone, Northants Carnivals which we have helped to publicise so the diverse parts of the community who do not normally listen to radio are aware of all types of events including the various multi-cultural events. A common phrase we hear would be "we only know when events are taking place if Inspiration FM is broadcasting".

**8.6 Education and Training (*Mandatory social gain objective*).** Explain how you propose to provide "education [and /] or training to individuals not employed by the person providing the service" [/your organisation].

We currently provide training to the community for young people who would normally have to wait until 16 -18 with exam results to get into radio training.

We provide:

- Dj Training
- Basic Radio Skills

- Digital Music recording
- Facilitate Youth Projects

Currently we are working with Northampton College and a local business called Evolve Your Future, towards getting our current "Basic Radio skills" accredited. These courses have become very popular among young people, allowing them access to an industry whereby historically at local level was never made available to the community.

Our "Basic Radio Skills" have become so popular we are not just providing these courses at the studio address but also going into the community and providing these taster sessions at youth clubs. Allowing them to have ago and if they enjoy it to sign 8 week courses. We have also been approached by team leaders responsible for a number of youth clubs and also individuals that work in the education system with children that have been excluded from mainstream education.

Training courses with certain groups within the community have been identified that cannot participate in our general training course. This is often for reasons such as vulnerability or behavioural issues. Half way through these courses we have group discussions to make sure the trainees are happy with what they are doing and how its being delivered. By doing this we have found it to be useful in terms of planning future training courses.

Evaluation forms are completed at the end of all courses for adults/young people.

Young Person Performance forms are given to trainees at the beginning and are accessed in 10 different areas (e.g. attendance, teamwork etc) by the trainer, focusing on the way they conduct themselves while they are doing the course. This helps young person to be aware of how they conduct themselves during training sessions.

Existing Volunteers of Inspiration FM have become Volunteer Mentors by working closely with new volunteers that have never been behind the scene of a radio station. These are the idea individuals to show new recruits what they have acquired by being part of Inspiration FM, which will then re-enforce what they have learnt.

Recently, Inspiration FM have been working in partnership with Evolve Your Future. Over 3 years we expect to help 142 learners who fall into the NEET, Teenage parents or parents to be and ethnic minorities group. We want to develop the opportunities that unemployed young people aged 16-19 in Northamptonshire have to move into employment with training. In particular we want to increase the investment in basic skills for this group of young people so that they employability is enhanced and they have the basis for continuing in learning within the work place in order to reach level 2 and beyond.

We are targeting young people with low level or no skills who have not worked or are In care.

<p><b>8.7 Community Understanding and Links (<i>Mandatory social gain objective</i>).</b> How do you propose to build a "better understanding of your target community and strengthen links within it?"</p>
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We feel to have a better understanding of any community is to allow them the opportunity to air their issues and views, together with news, music and information that are relevant to them.

This will be done by weekly programmes presented by volunteers and representatives from different cultural communities. Community projects organised by local communities will strengthen new and existing links. By being involved in community projects and working closely with different groups we have the opportunity to gain a greater understanding with someone else's culture. Through discussions, meetings and social events these links will be sustained and allow room for development.

Inspiration is also part of what's called a 'SRP Sub Regional Partnership', which is made up of different local Black & Minority Ethnic groups working towards enhancing the BME voluntary sector. This forum is also other way to development the needs of the target community we intend to serve.

- Workshops
- Meetings
- Newsletters
- Interactive Websites

One of the main tasks for 2008 is to select a Steering group. These members will devise a series of events designed to act as a public forum where general views can be heard.

Through our specialist programming, such as the foreign language programs, we aim to provide advice and information services to members of the community who have English as a second language, or who do not speak English. This information can prove to be invaluable to vulnerable individuals within the community such as refugees. The Somali program we air is the only source of information broadcast in Somali in the East Midlands and we have received numerous emails from members of the community and people who work with the Somali community, commenting on how much the service is useful to the Somali population of Northampton. This program will certainly help Somali people to integrate with the community and feel that there is a place for them in the town.

RSL broadcast we have had daily interviews with the Northants Police covering various topics/campaigns. These contents of these shows proved to be very useful way for the local Police to let the community know about the work they are doing. Inspirations FM have also worked with the Police and Fire & Rescue Service to aid them with recruitment in the local area targeting individuals from the ethnic communities who they find difficult to reach.

The use of community radio targeting the youth and ethnic minorities' relevant information has proved to be very effective. We know because of the music output throughout our RSL broadcasts young people are always listening, we therefore utilise this opportunity by feeding information/advice by using a variety of different local agencies.

INSPIRATION FM has been instrumental in generating interest in the development of bringing together 4 voluntary community groups to share resources in a African Caribbean Elderly Services building giving them a home, with office space and a base to work from.

**8.8 Additional social gain objectives.** The Community Radio Order 2004 includes a (non-exclusive) list of additional 'objectives of a social nature'. These include:

- (a) the delivery of services provided by local authorities and other services of a social nature and the increasing, and wider dissemination, of knowledge about those services and about local amenities;
- (b) the promotion of economic development and of social enterprises;
- (c) the promotion of employment;
- (d) the provision of opportunities for the gaining of work experience;
- (e) the promotion of social inclusion;
- (f) the promotion of cultural and linguistic diversity;
- (g) the promotion of civic participation and volunteering.

Please include here details of any other ways in which your station intends to deliver social gain (these may be related and / or unrelated to the above).

We aim to inform the public by addressing issues of importance by working closely with BME Sub-Regional Partnership Northamptonshire and Northampton Local Strategic Partnership, Local Area Agreement and Neighbourhood Management Partnerships, consisting of local and regional organisations representing the public, private and voluntary sectors. Inspiration FM plans are to assist in the following:

- Promoting Community Safety
- Promoting Health and Social Well-being
- Promoting Leisure and Cultural Opportunities
- Promoting Community Cohesion

While doing our RSL broadcasts the local job centre provided details of jobs in the area, which were publicised throughout all daytime and repeated in late night shows.

Currently we provide training to the community for young people who would normally have to wait until 16 -18 with exam results to get into radio training.

We have delivered courses targeting young people in the borough of Northampton. Also links have been made to do outreach work with youth centres and individuals that work in the education system.

Inspiration aims to continue providing training opportunities to people who are not in a position to afford college fees but would like the opportunity and experience in field that is so difficult to access at local level, with the added benefit of knowing their will be broadcasted where they live. Courses at Inspiration FM are available in the following areas:

- DJ Training
- Digital Music recording
- Radio Training
- Offer Training/opportunities tailored around peoples lifestyles.

Career advices and lecturers from colleges used our service as an idea way for students to get on hands experience and with work experience placements. Individuals that availed of this opportunity found Inspiration FM an idea place to get a real life experience of what it is like to be in an working environment or behind the scenes of community radio.

At first, individuals are nervous to get involved but once they have gotten over that hurdle they never have any regrets and always look forward to coming back.

**8.9 Other (broadcast) Community Radio Objectives.** Please outline any other on-air community activities of your station, and describe how you will develop and deliver each of these.

- Covering real local grass roots sporting activities, schools, Leagues etc
- Cover more outside broadcasts/ multi-cultural events that current local radio stations do not cover.
- Festivals: continue working in partnerships to organise, set up deliver and compare these community events
- Produce and Broadcast Radio shows on the local BBC station, together with giving Inspiration FM volunteers the opportunity to be seconded to do some work with local BBC station.
- Continue creating work experiences and job prospects in the local BBC station.
- Develop partnerships with other agencies who have indicated the benefits community radio can bring to Northampton Town
- Facilitator/Mentor for young people

**8.10 Other (non-broadcast) Community Activities.** Please provide details of any other community involvement that your organisation will have, aside from the provision of sound broadcast services. This section would include linkages with other community bodies, the promotion of community events etc.

- Run DJ workshops- for all age groups 7yrs and above
- Music productions workshops- Make & Record your own music digitally 8yrs and above.
- Edit & Record music for Dance classes and theatre groups
- Compare at fashions shows Theatre's Functions, Festivals
- Fund raising for organisations & Charities. e.g Cancer Research, Sickle Cell, Heart foundation, Blood pressure, Diabetes and stoke association.
- Promote and partake in Community sports days
- Facilitate projects targeting young people
- Work in partnership to offer Information, Advice and Guidance

- Continue generating links with local businesses wishing to support organisation
- Northampton Carnival – Inspiration FM intend to continue being on board in organising and delivering this event
- Other Local Festivals – Inspiration FM intend to continue supporting local events by being involved in either promoting, organising or delivering.

**8.11 Other Information.** Please use this space to highlight any other activities of your group which you feel are relevant to the delivery of 'social gain' by your proposed service.

November 2003, members of the community nominated Inspiration FM for a Queen's voluntary award for getting black & ethnic minorities involved in community radio. We were visited by the Queens Deputy Lord-Lieutenant.

Summer 2004 members of Inspiration FM were invited to Saint James Palace to meet the Queen and members of the Royal family, together with other organisations who were also winners of the Queens Award.

October 2004, we were presented our prestigious **Memorative Crystal** and **Certificate** for our outstanding voluntary services for getting black & ethnic minorities involved in community radio.

In May 2004 Inspiration FM representatives were invited as guest speakers to Ferrers Specialist Arts College in Higham Ferrers. The students were working on a project to find out about the experiences of being a young person from different generations and cultural backgrounds. We found that because of community radio we are always contributing at local level, where it matters.

Carnival 2005, including the "Cultural Mile" Inspiration FM were seconded to be on board in organising and delivering this event

*Please continue to Section Nine on next page.*

## SECTION NINE: Ensuring Accountability.

Section 105(1)(f) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make in order to ensure its accountability to the relevant community in respect of the provision of the proposed service.

**9.1 Accountability.** Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can make contact with your service and influence its operation. Please also explain how suggestions and criticisms from members of your target community (or communities) would be considered and acted upon.

Inspiration FM intend to ensure community radio is accountable to the community by reviewing/reshaping the service of the station with the communities it is meant to serve by the use of:

- Local Advisory Group
- Listener Surveys
- Media Forums
- Evaluation Forms (Users of the service/Volunteers/listeners)
- Monitoring/discussion with user service providers/ volunteers/ users of our mission statement
- Use of interactive website and other IT tools

In addition to requiring Ofcom to take into account the various elements of the Broadcasting Act 1990 as set out above, the Community Radio Order 2004 sets out a number of 'Community Radio Characteristics' which Community Radio Licence holders need to ensure their services conform to. Most of these characteristics are covered in greater detail by aspects of various selection criteria (Sections 105(1)(a – f) of the Broadcasting Act 1990). However, one of these characteristics, related to accountability, is additional to the requirements of the selection criteria such that Ofcom requires specific information as to how it would be complied with.

**9.2 (Community Radio characteristic)** How do you propose to ensure that provide members of your community with "opportunities to participate in the operation and management of the service"? This section covers the involvement of members of the target community in the activities of the community radio station and provisions in place to ensure that members of the target community can influence the development of its services.

We intend to provide members of the community the opportunity to participate by setting up forums to discuss the stations output, and a chance to put forward new/innovative ideas. Also option survey polls will be part of our programme schedule, on a regular basis, also the use of Internet forums as a way of discussion. To prevent conflict of interest we propose to have a steering group and invite different members of the community to be part of this. Volunteers will also be in a position to put forward ideas through regular meetings/feedback group sessions and together with individual development initiatives.

In terms of members of the community gaining access to Inspiration FM we have produced a jingle inviting individuals to apply. "How to become a Volunteer" are available either via post, fliers or our webpage. Volunteers come on board offering their services in all different areas and providing a need is required individuals go through an induction and become Inspiration volunteers. There is always something for someone to do, whether it's answering the phone on reception or making jingles for various shows across the station.

We always encourage our volunteers to feedback their personal comments or the comments they hear within the community. Members of the community are always feeding information/advice/Issues into Inspiration FM.

We are looking at recruiting an Advisory Group based on representatives from different community groups some will be existing volunteers, some will be just members and listeners of the station.

*Please continue to Section Ten on next page.*

## **SECTION TEN: Access To and Training In the Use of Facilities.**

Section 105(1)(g) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make to allow for access by members of the relevant community to the facilities to be used for the provision of the service and for their training in the use of those facilities.

**10.1 Facilities - Access and Training.** Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities and receive training in their use.

We will provide training in the use of radio broadcasting equipment and software, digital editing packages and off-site recording using minidisks players and mp3 digital recorders.

To achieve this, skilled staff will be available to provide training and support, locally on-site and at external community centres.

All training will be reviewed frequently to ensure that the original objectives and quality standards are being met. This process will be also used to make improvements to the training.

We will provide members of our target community a forum to display their talents. e.g Singers, Music producers, Poets, Rappers, Play/Script writers, Musicians and bands on air.

We will inform members of the target community where/when possible of support and advice through our broad and diverse network data base.

Providing a radio broadcasting show using DJing training skills acquired through Inspiration FM courses.

*Please continue to the declaration on next page.*



Others Documents and Information included with this application (please provide details below).

- Letters of Support
- Interviewee Evaluation Forms
- Newspaper Articles

Please indicate the payment method. Including the following information:

Payment [enclosed] / [sent separately] *(Delete as appropriate.)*

Method of Payment [BACS] / [CHAPS] / [Cheque] / [Draft] *(Delete as appropriate.)*

Name of Payee (the person who is making the payment):

Their Bank Sort Code:

Account Name (from which the payment is being made):

Anticipated Date of Receipt by Ofcom:

**I hereby apply to Ofcom for the grant of a Community Radio Licence for**

***INSPIRATION FM***

**and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct. I confirm that I have completed this form as completely as possible and that I have attached / sent any required additional documentation, together with the non-returnable application fee of £600.00**

Name: (Block Capitals):	JENNY CAMPBELL
Position:	DIRECTOR
Date:	20 DECEMBER 2007
Signed	

When you have completed, checked and signed you application as required, please send it, together with any additional information and the required payment, to Ofcom, following the instructions set out at the beginning of this document.

***Please make sure you keep a copy of this form for your records.***

**==ENDS==**