



Community Radio Licence Application Form (2006/07).

Kohinoor FM
(Leicester)

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.

The radio service is aimed at the Panjabi speaking community of all ages in the city of Leicester. This community is underserved and does not have access to local information services that can provide access to provisions in training, health, emotional literacy, education on social issues such as drug and alcohol abuse. Kohinoor FM will encompass the social needs of the Panjabi people by nurturing relationships within the city with other community groups to promote the socially excluded people through training and development in the media world.

The programming will operate 24 hours /day seven days a week. with a speech content of 60% to cater for the 35,000 Panjabi speaking people in Leicester from the different faith groups.

Objectives of the broadcast service include:

- To provide music and entertainment that fosters Panjabi interests and integration with other communities
- To help reduce generation gap and improve understanding between children and parents.
- To develop a programme of interfaith understanding, tolerance and social cohesion.
- To assist in the appreciation and retention of the heritage and culture of the 1st and 2nd generation Panjabi community and its relationship with the community at large.
- To assist in the recording of the life history and experiences of the early immigrants to the city.
- To assist in the provision of training and retaining of the recently arrived in the county who have been working in the declining hosiery industry and the many facets of media e.g. news collation, jingle productions, DJ, music production, IT and vocational skills.
- To assist in the provision of news, information, entertainment to the ever increasing numbers of housebound frail and elderly so that they have equality of opportunity and access to support facilities.

The philosophy is to provide a Community-led station with a local focus for Panjabi listeners featuring a wide variety of music, local news, events, information and discussion features for all ages that will assist with providing social gains and promoting inclusion and raising achievement and self esteem amongst the target community.

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.)

Kohinoor 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.)

Amarjit Singh

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

29 Kingsway Road
Leicester
LE5 5TL

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

Phone Number: 0787 9667639

E-mail address: kohinoorFM@hotmail.co.uk

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.)

Amarjit Singh (all details as in section 2.2)

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.)

As in section 2.2

Is the above address:

The main address of your organisation? [Yes]
The registered office of your organisation? [No]
The home address of the main contact? [Yes]

Other contact details for your organisation as applicable:

All details as in section 2.2

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.

Please provide your company name.

Kohinoor Media Ltd.

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 by 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).

11th January 2008.

Please provide your company registration number (if available).

06471670

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]
Waiting to be registered [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

Waiting for certificate. Will be provided when it arrives.

Memorandum & Articles of Association enclosed

Waiting for copy. Will be provided when it arrives.

(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]

Documents will be provided before the end of January 2008.

SECTION THREE: Ownership.

SECTION FOUR: Ability to Maintain Service

These are confidential documents that are sent separately.

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. [Yes]

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.

The property is a single storey brick building with studio and office space. It is located just off the main road which is a pre-dominantly busy area with Panjabi business and retail units. The largest Panjabi community centre is about ¼ mile away.

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/gi/nationalgrid/nationalgrid.pdf>)

SA 611 047

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:

G.S Samra
199 Green Lane Road
Leicester
LE5 4PD

Address and post code of proposed transmitter site:

199 Green Lane Road
Leicester
LE5 4PD

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]
Group Owns Site:	[No]
Site not yet identified:	[No]

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]	See Appendix 1
Coverage prediction map supplied	[Yes]	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]	See Appendix 3
Number of photographs provided = 2		

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.

80 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.

25 Watts

(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.

Not required

(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? [No]

If directional, then horizontal radiation diagram(s), for the horizontally polarised signal component enclosed if used? [No]

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.

Amarjit Singh has overseen the installation of the transmitter. Kohinoor FM will continue to use RPL for installation & safety checks in line with Ofcom requirements.

RPL
Radionet House
4 Greenock Road
Acton
London
W3 8DU

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.

Transmitter – SBS Transmitter. Model FM50 50 Watt. Broadcast and exciter.

Antenna – Jaybeam. Model 7050 folded dipole with gain.

Limiter – SBS exciter contains the deviation peak limiter.

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.

Maximum power 50 watts

Above equipment will be sealed. Equipment will be checked, Initially quarterly, and thereafter annually.

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).

Proposing to serve the Panjabi speakers in Leicester of all ages who are socially isolated, excluded, unemployed, disaffected, housebound, frail elderly, parents of preschool children who can not access information through the normal media channels mainly on account of having English as a second language and inappropriate programming. Present local radio stations generally provide musical entertainment but we will aim to increase intergenerational understanding and thereby strengthen community cohesion through local civic pride and participation to increase tolerance and understanding across the communities.

The Panjabi speakers are of Hindu, Muslim and Sikh faiths. There are approximately 83,000 Asians in Leicester of which 35,000 are Panjabi speakers. The local Asian radio station is predominantly in Hindi and Gujarati languages. Only 9 hours are allocated to Panjabi language.

The overall demographics of the City of Leicester are shown here.

Area Profile for the City of Leicester: Demographic and Cultural**Population**

	Leicester Percent England & Wales		
a: 1991 Mid year population revised	281500		50748000
b: 1991 Mid year population original	284700		
c: 1991 Census	270493		
d: 2001 Census	279921		52041916
Change (d - a)	-1579	-0.56%	2.49%

Age Structure: Census 2001

	Leicester Percent England & Wales		
0 - 4	19119	6.83%	5.95%
5 - 7	11727	4.19%	3.74%
8 - 9	7758	2.77%	2.62%
10 - 14	19752	7.06%	6.58%
15	4029	1.44%	1.27%
16 - 17	7724	2.76%	2.51%
18 - 19	8844	3.16%	2.40%
20 - 24	26104	9.33%	6.00%
25 - 29	21532	7.69%	6.60%
30 - 44	60847	21.74%	22.55%
45 - 59	43509	15.54%	18.93%
60 - 64	11129	3.98%	4.89%
65 - 74	19233	6.87%	8.39%
75 - 84	13728	4.90%	5.64%
85 - 89	3234	1.16%	1.30%
90 & over	1652	0.59%	0.65%
Mean age of population	37.57		38.65
Median age of population	36		37

Given that Leicester's average age is 37.6 years, compared to the national average of 38.6, Leicester has a relatively young population. This too is contrary to the national trend and can be explained by two factors. One is the presence of students attending the two universities in the city; the other is the higher proportion of school age children.

Ethnic Composition: Census 2001

	Leicester Percent England & Wales		
White: British	169456	60.54%	87.49%
White: Irish	3602	1.29%	1.23%

White: Other White	5681	2.03%	2.59%
Mixed: White and Black Caribbean	2841	1.01%	0.46%
Mixed: White and Black African	539	0.19%	0.15%
Mixed: White and Asian	1908	0.68%	0.36%
Mixed: Other Mixed	1218	0.44%	0.30%
Asian or Asian British: Indian	72033	25.73%	1.99%
Asian or Asian British: Pakistani	4276	1.53%	1.37%
Asian or Asian British: Bangladeshi	1926	0.69%	0.54%
Asian or Asian British: Other Asian	5516	1.97%	0.46%
Black or Black British: Caribbean	4610	1.65%	1.08%
Black or Black British: African	3432	1.23%	0.92%
Black or Black British: Other Black	553	0.20%	0.18%
Chinese	1426	0.51%	0.44%
Other Ethnic Groups	904	0.32%	0.42%

During the course of the last 10 years, the size of the various ethnic minority communities in Leicester has grown considerably, but perhaps not as much as some have expected.

A direct comparison between 1991 and 2001 gives an increase of 24,200 (+31.4%).

In 1991, the population of Indian origin formed the largest single ethnic community group in the city, with 22.3% (60,300) of the total population. By 2001, this figure had grown to 25.7% (72,000). This figure ranks Leicester as having the largest Indian population of any local authority area in England and Wales.

Religion: Census 2001

Leicester Percent England & Wales

Christian	125187	44.72%	71.75%
Buddhist	638	0.23%	0.28%
Hindu	41248	14.74%	1.06%
Jewish	417	0.15%	0.50%
Muslim	30885	11.03%	2.97%
Sikh	11796	4.21%	0.63%
Other religions	1179	0.42%	0.29%
No religion	48789	17.43%	14.81%
Religion not stated	19782	7.07%	7.71%

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.

Kohinoor FM intends to broadcast mainly to and for the Leicester Panjabi community,

With information and programmes for the varied social, cultural, and interests youth, religious, music, sports, disabled and minority activities and interests of the community. Local business and community organisations will be encouraged to sponsor or advertise on air. Kohinoor FM envisages a 24 hour service, 7 days per week, initially comprising of approximately 56% speech and drama, and 44% music. Kohinoor FM will offer radio broadcasting, training, air time and open days to encourage participation by Panjabi community organisations and individuals, together with debates and phone-ins on community and other topics of interest to listeners.

The services that Kohinoor FM will provide is entirely unique. Programmes will be made by the local Panjabi community, and will focus on community information and participatory programming covering local issues, local arts and cultures and local musicians.

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.

We intend to broadcast 24 hours per day, 7 days a week. Overnight transmission will include repeat / specialist music programming and will also include a play list of archived radio / art material. Some speech based programmes will be scheduled to be repeated once a week to allow information to be relayed to listeners at different times.

The normal broadcast hours for live programming will be as follows:

Monday – Friday – 6.00am – Midnight.

Saturday and Sunday – 7.00am – Midnight.

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.)

All programs will be produced locally and the majority will be live.

Section continues on next page...

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.)

None

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).

Varying music to speech output depending on programme content.
There will be a 20 :80 music :speech between 6.00am to 10.00am.
There will be a 40 :60 music :speech between 10.00am to 4.00pm.
There will be a 50 :50 music :speech between 4.00pm to 6.00pm.
There will be a 20 :80 music :speech between 6.00pm to 8.00pm.
There will be a 60 :40 music :speech between 8.00pm to 12.00am

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.)

Music output will include specific type of music for different age groups.

Folk ballads – 5%
Bhangra - 15%
Punjabi RNB – 5%
Classical – 5%
Dharmic – 10%
Dhaddi Var – 5%
Shain (poetry) 5%

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.)

Youth Programming 5%

Produced by and designed for a wide range of Panjabi youth groups. Outside broadcasts will also cover their activities.

Student Programming 2.5%

Produced mainly by and for the student population.

Culture 10%

Ranging from local history to Panjabi music, cookery to health.

Sports 2.5%

Roundup of Panjabi local sports organisations (e.g. Kabaddi,cricket, football etc.) for youth and adults outside broadcasts.

Leisure 2.5%

Community and local events diary, what' on, holiday programmes.

Discussion 5%

Debates, including interfaith, phone in shows, community group discussions.

Community 15%

Community events diary, coverage of major events and festivals showcase for major community organisations, charities and societies through special speech based programming.

Education 5%

Language courses.

Training 5%

A percentage of our programming will dedicated to training and encouraging any members of the community (particularly youth, students, disabled) to be involved with the station.

Religious 5%

Reading from Holy Scripture, religious debate.

Information 2.5%

Includes news, weather festivals, timetables, broadcasting highlights from Panjabi newspapers and journal.

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.).

Automated output will only be used over the night period. This will be for 6-7 hours each night.

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.

We will broadcast in Panjabi with very occasional output in English to attract young people.

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 carried out street surveys during each of the last 3 Vaisakhi festivals which we have broadcast on our RSLs, over the past three years. We have the results on record of survey forms left in local shops and libraries. We have a number of audio recordings of support carried out locally. We have a file of letters of public support, plus personal approaches to station staff by listening members of the public. All has shown overwhelmingly that the local community like what we have provided in the RSLs, in preference to other radio services available, would like us to continue on a permanent basis.

From this, the Panjabi public inform us that they want us to return on a full time basis with the same format, which is a predominantly speech-led service, with the inclusion of the same type, level and amount of local community information we have provided over the past years. Comments constantly point to their particular liking for our much more varied selection and styles of music than those offered by other stations available in the area, and our listeners chance to help select the songs they like. They tell us they like to hear their friends, and colleagues' names mentioned, and the names of local places and organisations. A lot of our listeners like hearing things in Panjabi that relate to where they live and work, as they go about their daily work or domestic chores.

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.

Kohinoor FM will be broadcasting to the Panjabi community with programmes specific to its targeted audience. Subjects specific to our community are rarely if ever covered by existing local radio services. We will be highlighting all the differing organisations and events specific to the Panjabi community.

We encourage people to genuinely choose the music for our daytime programmes from the whole of our extensive music library. All this has proved popular from the public feedback. As such, we propose to continue this format with a permanent licence, which, from our surveys and feedback is what our listeners are telling us they want.

Reaction to our RSLs has shown that the bulk of our weekday daytime listenership are working in local factories, shops, and offices and want a predominantly speech based information-led service. On weekends and evenings attention appears to be more tuned to local music and specialist music.

There is one ILR station, that serves Asians in Leicester and that is Sabras Radio.

Our listeners have commented that Sabras accommodates Gujurati and Hindi speakers very well but offers little for Panjabi speakers with respect to community information, involvement and discussion.

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.

We have carried out a number of methods of assessing local demand and support over the last ten RSLs. These are as listed below, with records kept on file:

- Street surveys at the annual, Vaisakhi festivals where 10,000 – 12,000 Panjabi people get together.
- Petitions placed in local shops, surgeries and libraries.
- Number of requests for songs and dedications via SMS text and telephone.
- Prominence of advertising and sponsorship on any one RSL from Panjabi businesses, groups and community organisations to fund the operating costs of the next RSL.
- Letters of support.

Most importantly, Kohinoor FM has gained immense popularity with the community through the various RSLs. This has been supported by the fact that the majority of the staff reside within the target area, and come face to face with the listeners in public places. The listeners tell our members time and time again that they want a full time Panjabi radio station, and that after the station has closed at the end of an RSL they do not listen to other radio services at all.

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.

The service to be provided is based on information gathered through close links /liaison/survey/ discussion forums, focus groups with the target community during the

last five years. It will offer Panjabi language based programmes featuring discussion forums, audience participation, ethnic minority music, on-air drama serials, religious dharmic music, coverage of local amateur sporting clubs, information in an easy to understand form in relation to training, on-air education and instruction on educational, legal and consumer issues.

All of these will lead to social cohesion, social gains, equality of access to information, and opportunity for the Panjabi target community.

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."*

During the first nine months the station will take 40 students on courses and after twelve months it will put 20 trainees into work, either within the community station or other media areas. Links have been developed with South Leicestershire College to run training courses in Media Broadcasting.

It will feature confidence building and work preparedness.

It will be community project supported.

It will create access to own language information in the public centre, i.e. benefits, training, health and housing.

Evaluation

The station will obtain continued evaluation from the management team as well as locally formed community groups. The management will appoint an external assessor to report to the management

.

Outputs

- Students enrolled on Courses 20 annually
- 20 Trainees into work
- Confidence building and work preparedness 2 Courses Annually
- Community Projects – 6 supported annually
- Participants to achieve NVQ's Level 2&3. 20 annually
- Work Experience Opportunities 20 annually

In details this will involve:

- Training of individuals for news compilation, script-writing, studio operation and co-presenting programmes, outside broadcasting and interviews. Twenty Trained people to be on air and initially co-presenting within a 12 month period.
- Discussion/ debate shows to involve the community. One show per week for the first 6 months and then two shows per week for the next 6 months with a target of three shows per week in subsequent years.

- Twenty individuals to be trained to compose, sing and perform on-air and on stage. With particular emphasis on classical Panjabi/dharmic music and musical instruments. Half yearly performances.
- Classes in Panjabi for Sixty people in IT, dress-making, English as an additional language for newly arrived and asylum seekers to increase employability. Formal links with service providers to be in place in the first six months.
- Quarterly consultation meetings with community groups
- Support and strengthen local networks involving family, friends and neighbours by supporting local activities, reducing the feeling of isolation and neglect of those in areas of deprivation where the target community is based. Support the tri-annual community processions, the annual 100 team football tournament, Diwali and intercommunity celebrations, Eid and Vaisakhi celebrations.
- Providing and sharing information with established communities about ways of making newcomers (especially asylum seekers and refugees) welcome through bi-monthly dialogues.

All of the above will lead to improving the self-esteem of individuals, communities, and neighbourhoods, about living in Leicester.

8.3 Numbers Involved. 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.

KohinoorFM aims to be accessible to the Panjabi community in all its areas of activity – broadcasting, training, management and participation. Our current training facilities are free to use for anyone wishing to participate. We anticipate the following figures for the first year:

Training and Outreach

Accredited training courses - 5

Open days – 6

Outreach events – 6

Trainees / Organisations/ Guests

Trainees with qualifications gained – 20

Trainees involved in informal development – 60

Individuals in Open Days – 50

Work experience placements – 25

Guests on air - 50

Volunteers

Presenters – 14

Technical / Admin assistance - 20

Management and Staff

Management Steering Committee Members - 10

Paid part time staff – 3

Commission based - 1

8.4 Target Audience (*Mandatory social gain objective*). 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.

Our target audience is the Panjabi Community which is underserved by local and national radio. Within the community we have groups and individuals who would benefit from news on and discussion about, local Panjabi topics and needs.

In particular the Panjabi disabled, blind, youth and students will benefit from the availability of programs, news and discussions on topics relevant to them and not covered by existing broadcasters.

The target audience can be grouped as:

Young People: Through the provision of an exciting route into a range of media based learning opportunities and then on to employment in the city's growing media sector.

Unemployed People: The station will provide work experience and job search support for people wishing to work in media related industries, through the creation of employment opportunities for local long term unemployed people.

People with Disabilities: The premises chosen for the radio station will be adapted to fulfil the requirements of the Disability Discrimination Act.

Women: Women are significantly underrepresented in the cohort of economically active in the area. By targeting recruitment tailored courses and programming, the project will seek to attract Panjabi women to employment in the sector.

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

The service will facilitate discussion and the expression of opinion by :

- Hosting live phone calls in discussion on matters of interest.
- Having invited community guests, specialists and invited speakers as panel members to ask and answers questions, provide information, all facilitated by able unbiased Presenters!
- To go out into the community to hold consultations, seminars in community centres, youth clubs, colleges, to build on the ongoing consultations and expression of interest. We have found this approach to be most useful in engaging with the target community.

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].

There will be a programme of educational activities provided via tuition at community venues and local further education colleges, relevant on air programmes to provide education, provision of specific information on specific projects regarding how to reduce the effects of social exclusion.

Training to members of the target community will be available through on-site and off-site links with other organisations on e.g. IT training, vocational, volunteer

placements, production of radio programmes, all resulting in the raising of self esteem, confidence, and certificated approval, or participation certificates.

8.7 Community Understanding and Links (*Mandatory social gain objective*). How do you propose to build a "better understanding of your target community and strengthen links within it?"

We have well established links with the target community having served it in various capacities over the last twenty years and having provided support to the RSLs over the last five years.

However further links with the target community will be established via formal quarterly consultations as part of open meetings and semi structured interviews/ paper surveys.

Links will be strengthened by involving members of the target community in all aspects of radio broadcasting including input into programming, presenting news compilation, editing, presenting publicity newsletter, plus the presentation of cross generational programmes and programming

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).

The publicity and delivery of services provided by Leicester City Council that involve information on day care for the elderly, those with special needs who are excluded from mainstream services.

The provision of economic development and social enterprise for those who are continually being made redundant by the decline of the hosiery manufacturing industry in east and west Leicester.

The station will provide work experience on site and also facilitate placements with partnership organisations.

The promotion of social inclusion opportunities by working with the Holy Bones Resource Centre and the East Park Special Needs Activity Group.

The promotion of cultural and linguistic diversity within and outside the community.

Regular promotion of voluntary activities within the target communities as part of wider services in the city of Leicester by linking up with Voluntary Action Leicester.

The facilitation of volunteering for organising, stewarding and promoting of the various events to be held in the community and by the radio thereby encouraging civic participation and pride.

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.

The radio station will:

- Support the social integration of communities in Leicester
- work with and support young people
- build confidence and a sense of belonging about living in Leicester
- work with and support people who are disaffected and excluded
- improve communication and information about social and community cohesion
- not adversely affect local commercial radio stations as our programming unique and appropriate for the target community

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.

The Radio station will support and assist the target community in organising community events including carnivals, community processions, educational seminars and fairs, get-togethers, talent shows to highlight cultural heritage, and richness of the Panjabi speaking community of all faiths.

Poetry and folk ballads will be resurrected as well as introducing and featuring dharmic music.

The radio will disseminate information about community events supporting family reading clubs in conjunction with other community centres and local libraries thereby also encourage multi-agency and voluntary partnership working.

It will also support and organise a number of community sports and cultural events that will assist the community to come together and take pride in hosting successful events

Quarterly discussion forums with the community to allow expression of views and ideas.

Develop and maintain a website as a further communication point for the target community

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.

The involvement of different sections of the Panjabi community (eg youth, disabled, elderly) will bring together diverse sections of the community to work together for mutual benefit.

Events ranging from weekend sports tournament to city-wide processions involving 15,000 people have been organised by members of the Management team. The team has experience, community links and the capability of setting-up, developing and operating a successful Community radio station.

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.

As previously mentioned, the station will receive continued evaluation from the management team as well as local community associations. The board will also appoint an external assessor.

Continued assessment both written and by telephone checks will be carried out on a regular basis. As the project is geared towards broadcasting for local residents, continued involvement is expected and will enable feedback and response to listeners views.

Kohinoor FM will:

- Develop a feedback / comments / complaints facility.
- Offer an open door policy to visit the station and make comments in our visitors book / suggestion scheme.
- Encourage contribution of e-mails and SMS text message comments.
- Offer the chance to meet the staff face to face and make comments / suggestions at events and Open Days.

Furthermore quarterly review meetings will be held with the various community groups to evaluate progress and an annual report will be published that will highlight the progress being made against the targets set.

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.

All of the current members of the management & volunteers are from the local community. As such, further people will be encouraged to join the team to take part in whatever aspect of the station they feel comfortable with. Lack of experience will not be a barrier.

- News programming in the RSLs has recruited reporters from the community. This will be extended to other aspects. eg Interviewing, Presenting, Office Tasks, Liaising With Voluntary Groups/Charities/Schools/Youth Clubs.
- People will be encouraged to participate via on air promotions.
- Guests and visitors will be asked for their comments, and listeners will be able to contribute via surveys, e-mail, SMS text message and letter.

Our membership will be open to any community member and we will open avenues for people to serve on the management steering committee on a rotating basis. The management will advertise extensively for public participation as the aim is to operate with a mainly volunteer staff. The events and activities in the community will be broadcasted and community organisations will have the opportunity to have input into the programming and where suitable be involved in broadcasting.

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.

Access by community members, and training is going to be vital to ensure success of our social gain objectives. The parameters we intend to use are:

- Provision of training or education – we will maintain an inclusive, open access operation and freely offer opportunities for informal training to people who desire and show a suitability to become a radio presenter. We have already built up our presenter team from people who had no previous broadcasting experience – including young and elderly people, and disabled.
- Young local children will be involved in competitions, including broadcasting on air.
- Visits to the studio by youth groups plus individuals and groups of children with special needs will be encouraged. Each of the visits will have an opportunity for visitors to go live on air.
- Members of our target community make suggestions as to the types of programmes and music they want to hear. This will be formalised to allow greater participation.
- Provision of training in office administration including the use of the internet to research and find information will be made.
- Provision of training in studio operation and presenting. Teach newcomers in the following skills:
 - Audio desk and audio device use.
 - Microphone techniques.
 - Computer-based play-out systems.
 - Programme preparation.
 - Programme presentation.

Please continue to the declaration on next page.

DECLARATION:

Applicants are required to answer the following question:

Do you confirm that, to the best of your knowledge and belief:

- a) the applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143(5) of the Broadcasting Act 1996 (relating to political objects);
- b) no director or person concerned directly or indirectly in the management of the company or the applicant group is the subject of a disqualification order as defined by section 145(1) of the Broadcasting Act 1996;
- c) no person involved in the application has been convicted within the past five years of an unlicensed broadcasting offence and that the applicant will do all it can to ensure that no person so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of a radio station if the applicant is granted a licence; and
- d) all matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in the application are fit and proper persons to participate in a radio licence have been made known to Ofcom?

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

Signed: **Name:** AMARJIT SINGH

Indicate below the items of additional documentation which are included as part of this application:

- | | |
|---|--|
| Company Memorandum & Articles of Association | [Yes] <i>(These must be provided.)</i> |
| Will be forwarded as soon as available – expected end January 2008 | |
| Certificate of Incorporation | [Yes] <i>(This must be provided.)</i> |
| Will be forwarded as soon as available – expected end January 2008 | |
| Map Showing Proposed Transmitter site | [Yes] <i>(This must be provided.)</i> |
| Map Showing Desired Coverage | [Yes] <i>(This must be provided.)</i> |
| Photograph(s) of proposed transmitter site | [Yes] <i>(These must be provided.)</i> |
| Antenna pattern information | [No] |
| Evidence of demand and / or support | [Yes] / [No] <i>(Delete as appropriate.)</i> |
| Separate Confidential Sections of Application | [Yes] / [No] <i>(Delete as appropriate.)</i> |

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

None

Please indicate the payment method. Including the following information:

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

KOHINOORFM [Kohinoor Media Ltd.]

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):	AMARJIT SINGH
Position:	DIRECTOR
Date:	14 th January 2008
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==