

1 Station Name	Guidance Notes
What is the proposed station name?	<i>This is the name you expect to use to identify the station on air.</i>
Alfred	

2. Community to be served	Guidance Notes
<p>Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application. (Please tell us the sources of the information you provide.)</p> <p>Answer in fewer than 300 words:</p>	<p><i>It is a legislative requirement that a service is intended primarily to serve one or more communities (whether or not it also serves other members of the public) and we need to understand who comprises that community or communities. The target community will also be specified in the licence, if this application is successful.</i></p> <p><i>The legislation defines a 'community' as: people who live or work or undergo education or training in a particular area or locality, or people who have one or more interests or characteristics in common.</i></p>
<p>Alfred will serve the area around Shaftesbury in Dorset, which comprises the town of Shaftesbury, with the parishes of Cann, Ashmore, Compton Abbas, East Orchard, East Stour, Fontmell Magna, Melbury Abbas, Motcombe and Stour Provost in Dorset and Donhead St Andrew, Donhead St Mary, Sedgell, Semley, West Knoyle and East Knoyle in Wiltshire. There are 14,602 residents living in this area (all data from 2011 census).</p> <p>The historic, Saxon hilltop town of Shaftesbury (7,314 residents) enjoys a strong community spirit, bustling street markets and a thriving arts sector. We host Snowdrop and Food Festivals, Carnival and Fringe. Gold Hill, which featured in the iconic 1973 Hovis advert, attracts tourists to our cafés and vibrant independent shops.</p> <p>We're an older area. Median age is 46, compared to 39 in England. 17.6% of residents are retired (England 13.7%).</p> <p>97.8% of locals are white and 94.7% are white-British (England 85% and 79.8%).</p> <p>18.6% of residents have no qualifications and 28.8% achieved Level 4 qualifications and higher (England 22.5% and 27.4%).</p> <p>In 2017, Dorset's councils commissioned Carter Jonas to perform a study into the local retail and leisure markets. It revealed that 76% of residents of the adjacent Wiltshire villages visit Shaftesbury at least once a month for shopping or 'town centre uses'. Our area mirrors this zone of affinity.</p> <p>Gillingham, 5 miles from Shaftesbury, will receive Alfred. We have decided not to include this larger town (11,756) in our editorial area. Gillingham has its separate identity, heritage and challenges. We believe it prudent to assess Alfred's first-year performance before considering coverage of Gillingham institutions. We would consult Ofcom before making changes. All SP7 and SP8 (Gillingham) area residents will be encouraged to participate in our service.</p>	

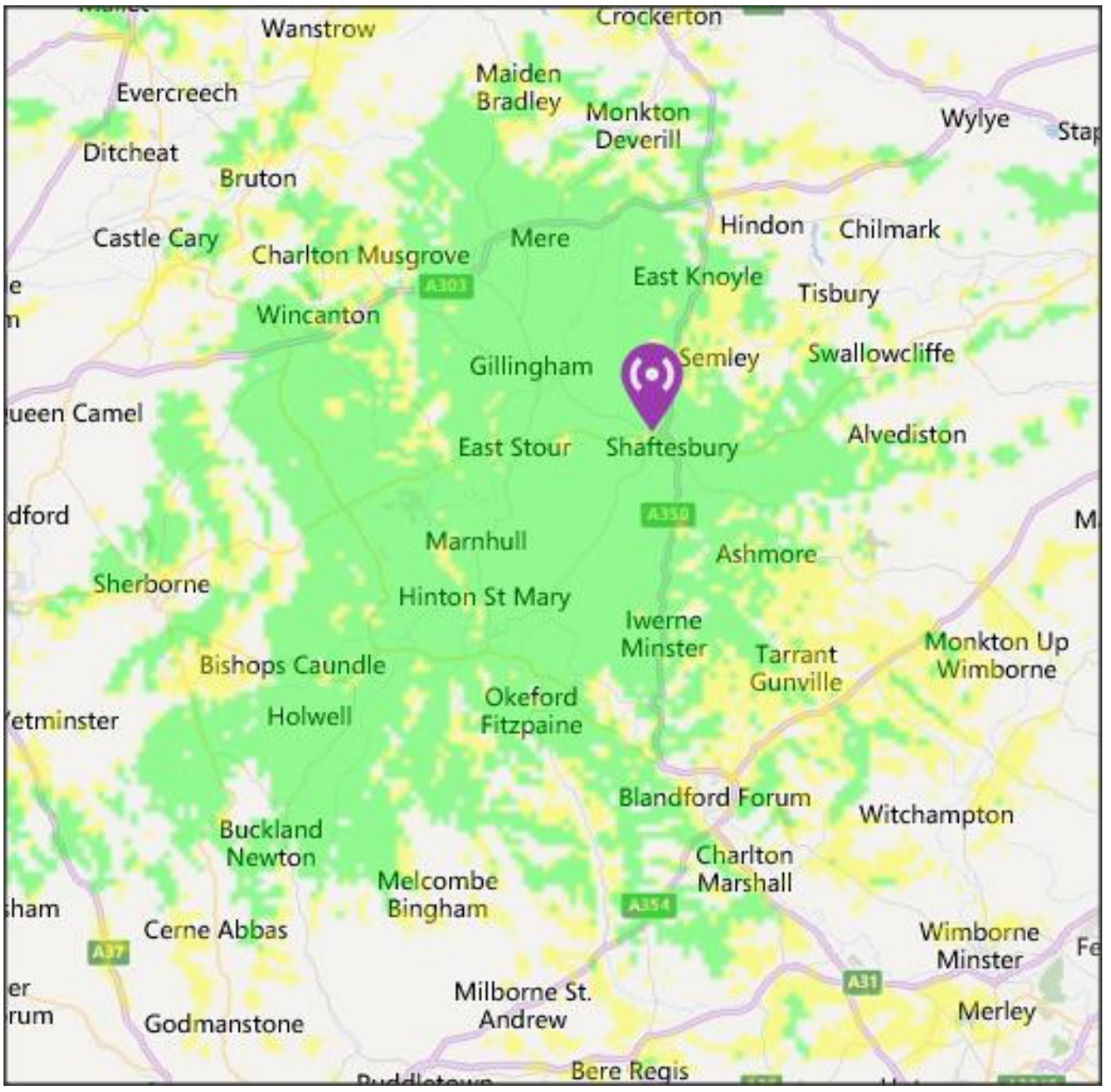
3. Proposed area	Guidance Notes
What is the area you propose to serve?	<i>Although we believe it is helpful to set guidance that frequency availability may often limit transmission powers to around 25 watts and the coverage radius to around 5km, we are adopting a more flexible approach and will consider applications for wider areas where applicants can demonstrate that the proposed coverage area will better serve the target community, and where it is technically</i>

possible.

https://www.ofcom.org.uk/data/assets/pdf_file/0020/101459/community-radio-future-licensing-technical-policy-statement.pdf

Alfred wishes to serve the area around Shaftesbury in Dorset, which comprises the main town of Shaftesbury, with the parishes of Cann, Ashmore, Compton Abbas, East Orchard, East Stour, Fontmell Magna, Melbury Abbas, Motcombe and Stour Provost in Dorset and Donhead St Andrew, Donhead St Mary, Sedghehill, Semley, West Knoyle and East Knoyle in Wiltshire.

We request a 100-watt power allocation, which would help us to properly serve a rural population consisting of small villages, many of which are set within the hilly terrain of the chalk uplands of the Cranborne Chase. The plot below presents a 100W allocation from our proposed site. Yellow = 48dBu/m (good mono) and Green represents 54dBu/m (good stereo).



Programmes and programme output:

Definitions:

Studio location: The studio from which the service will be broadcast should be located within the licensed area.

Locally-produced: Locally-produced output is output made and broadcast from within the service’s licensed coverage area. (It is anticipated that most stations will produce the bulk of their output themselves, in the locality. However, for some target communities it may be appropriate for fairly high levels of output to originate from outside the licensed area.)

Live output: is that which is produced by a presenter in the studio at the time of broadcast. (The amount of live output may vary between different services depending on the needs or expectations of the target community.)

Original output: output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

Peak time: it may be helpful to state what material will be broadcast in ‘peak time’. If you do, please say what you consider peak time to be for your target community (this may vary from station to station).

Automated output/voice-tracked material: most stations will carry automated output at some time. The amount of automated or voice-tracked material does not need to be specified in the Key Commitments.

Sustaining service/third party produced material: if you intend to broadcast material produced by a different organisation please state what it is and how much (per day or week as appropriate).

4. Programming output	Guidance Notes
<p>Please fill-in all three questions below</p> <p>Question A asks you to <u>describe your programme service</u>.</p> <p>Question B relates to how your output will serve the <u>tastes and interests</u> of your target community.</p> <p>Question C is about how your service will <u>broaden the range of local</u> (non-BBC) <u>services</u> available in your area.</p> <p>Later in this form you will be asked to draft your own ‘key commitments’. This will form the basis of your licence and is what Ofcom will judge you against. It should include a summary of your proposed programme output as set out below and reflect your commitment to cater for relevant tastes and interests, to broaden the range of relevant programmes and services and to provide a service with a distinct nature and content as set out in the Guidance Notes in the column opposite.</p>	<p><i>The law requires applicants to state their proposals for providing a service that would:</i></p> <ul style="list-style-type: none"> <i>(i) cater for the tastes and interests of members of its target community or communities (or for any particular tastes and interests in those communities);</i> <i>(ii) broaden the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities;</i> <i>(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and</i> <i>(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.</i> <p><i>Ofcom is required to consider the extent to which an applicant’s proposals will cater for the tastes and interests of members of its target community or communities.</i></p> <p><i>Ofcom is also required to consider the extent to which proposals for a community radio station would broaden the range of programmes available by way of non-BBC local services (both commercial and community stations) in the area concerned (especially, the extent to which a proposed service would have a distinct nature or provide distinct content from any overlapping non-BBC local services).</i></p> <p><i>The information given here should be more detailed than what you set out in your draft key commitments (later in this form), and will help us gain a fuller understanding of how you will serve your target community and what the station will sound like.</i></p>
<p>4. Programming output</p>	
<p>A: Please tell us about your programme service. The following questions may help you describe your programme service (but should only be used as a guide):</p> <ul style="list-style-type: none"> • What will the service sound like? • What music will you play? • What are the main speech elements of the service and how will the social gain/community benefits you propose be 	

reflected on-air?

- What is the likely music to speech ratio?
- Will this vary at different times of the day or week (or year)?
- Do you intend to broadcast live output? If so when and how much do you propose to do?
- Will you broadcast in languages other than English (what languages and how much)?
- Will your output be original i.e. specifically produced for your service?
- Will it be locally produced?
- Do you intend to repeat material?

Answer in fewer than 1,000 words:

Alfred will be unique - unlike any station broadcasting in the UK. We will be primarily speech-only, featuring content developed by the community for the community. We won't have DJs playing songs.

We will offer a Shaftesbury-focussed service of local information, conversation and inspiring stories. We'll reflect our area's rich heritage, discuss today's challenges and encourage creative thinking about our future.

Our survey asked 252 people what they wanted to hear. 88% of respondents said 'local news and features' were more important than 'music'. We believe that a spoken word format will extend local media choice and provide a focus to our volunteers' skills training.

Shaftesbury has no weekly paper and can't clearly receive our BBC local radio, Solent, on FM. 96% of our survey respondents wanted Shaftesbury area news. Alfred will air continuous Shaftesbury features presented by local voices. We won't pad it out with pop songs or 'prattle'.

Alfred will be eclectic. We expect Alfred to form a valuable part of our community's weekly radio repertoire.

Our flagship 30-minute daily magazine format of local news and information, Alfred Morning Edition, will offer unhurried, in-depth interviews and coverage of events and issues. Topical features will be recorded on location. Interviews could air for ten minutes. The strength of content, rather than the clock, will guide our editing.

Whilst duly accurate and impartial, Alfred will follow a constructive news approach. We want listeners to feel hopeful and inspired, not depressed or angry. 69% of people wanted extended interviews about locals' achievements. 87% wanted to hear local topics.

This programme will air four times each morning from 7am, with updated alternative editions airing at 8am, 9am and 10am.

Example 14th March Running Order:

- Brexit - How our MPs voted last night (30 secs)
- Mayor outlines hopes for the new Lidl store in Town Meeting (4 mins)
- Bell Street toilets reopen after refurbishment by Guys Marsh prisoners (6 mins)
- Weather from Compton Abbas Airfield (30 sec)
- The medieval Byzant procession returns. Janet Swiss shares its history (7 mins)
- Dorset Police alert - stolen truck (1 min)
- What's on (1 min)
- Traffic (30 sec)
- Shaftesbury Town Band gained high score in competition (5 mins)
- Lisa Oliver of 'Fleetwood Mac Songbook', appearing at Shaftesbury Arts Centre (5 mins)

- Tim Beal previews Saturday's Donhead Utd and Shaftesbury FC matches (1 min)
- Obituaries - provided by funeral directors (1 min)

Our 30-minute Saturday Magazine Edition will air with different versions at 7am, 8am, 9am and 10am. The focus will be on leisure and things-to-do, with extended interviews about events, interesting historic sites to visit, walks to enjoy, gardening advice and food. 81% were interested in hearing about local food, 65% about walking and rambling and 71% about history and archaeology.

Sundays will feature interviews revealing locals' life stories (81% of those surveyed were interested). We'll also present faith features - Shaftesbury CofE clergy and Andrew Baddesley of Fathers House are supportive and other viewpoints will be invited to contribute.

Manchester Business Radio recently demonstrated how an engaging, continuous cycle of speech content could be delivered affordably by embracing user-generated content. John Evington, architect of this SS-DAB trial service, has shared his wisdom with our team.

Most of the time, Alfred listeners will hear a stream of local features. A self-introducing vox-pop recorded by volunteers in Bell Street car park about the availability of parking spaces could run next to a short poem by resident William Sherriff. That could be followed by a recorded message announcing the fundraising total for a St James' church event, submitted using our website recording app. Next, we'll air a new resident sharing why he fell in love with Shaftesbury. A self-introduced song excerpt from East Knoyle singer-songwriter Kachina Aimee, recorded at Shaftesbury Fringe, would follow that. Then 'This Just In' will highlight newly-donated items on sale in Shaftesbury's five charity shops and Oxfam bookstore.

With no DJs, Alfred will air local voices and authentic conversations. Some features, like business and health news, will air at set times for easier signposting. Hourly benchmark content includes:

- Weather from Compton Abbas Airfield (86% interest): 00:10
- Traffic (87% interest): 00:20
- What's Ons (93% interest): 00:00, 00:15 and 00:30
- Events within 45 minutes drive of Shaftesbury (88% interest): 00:45
- Help! Lost and found/requests for assistance (85%): 00:50

We'll employ software that music stations use to schedule their songs to 'code' and schedule speech, ensuring a balance between long, short, serious and humorous pieces. Items will be rotated through different dayparts to maximise exposure, before resting after 7 plays. After two months, previously broadcast content will be evaluated for relevance and edited for secondary airing.

Alfred will train volunteers to make, record and submit ready-to-air articles using an app, before our compliance team reviews it. Our directors' community radio experience is that volunteers can't always commit to attending studios at set times, so we aim to make participation easier. 80 residents have expressed interest in producing segments.

Alfred will be able to broadcast live but we're planning pre-recorded output to enable higher production standards and robust compliance checking. Most content will be recorded locally.

Alfred won't play commercially available music. We'll record artists at our fundraising nights at SAC and Father's House. The owner of music venue Angola-76 is keen for us to record there. The owners of the Semley and Motcombe recording studios have agreed to record their acts for us. We will air a weekly local music hour. Local performers' work will also punctuate daytime speech sequences. 55% of those surveyed were interested in local music.

Alfred will only broadcast in English. Some Bulgarian and Polish nationals have chosen our area as home. We

met with Dorset Race Equality and they translated our volunteer appeals for social media. We will offer provision if we have any response.

We have agreed to share interviews, not shows, with neighbouring Dorset community stations if relevant. We'll share Wiltshire audio with WCR. Locals travel to Frome events so we'll occasionally air Frome FM content.

B. What is the address of the proposed studio (if known)?

Alfred will have a small studio at the Trinity Centre, 6 Bimport, Shaftesbury, SP7 8BW, but we don't intend using this space heavily. We'll use it mainly to record phone or Skype interviews.

The Shaftesbury area will be Alfred's 'studio'. We believe that the ambient background sounds of Shaftesbury will add to our sense of locality in our interviews, reports and features. The chime of the town clock or bees buzzing around Rolt Millennium Green will emphasise our sense of place.

We'll strive to hold conversations in an environment where the contributor is relaxed, whether that's the coffee lounge of The Grosvenor Arms Hotel or their own home. Most of our content will be recorded on location, whether vox-pops on Bell Street, or a wildlife interview 'taped' during a walk in Duncliffe Woods, a stand-up comedy routine recorded at the Arts Centre or an announcement read at one of our village shop contribution points.

C: Based on what you have said above, how will your proposed radio service cater for the tastes and interests of your target community/communities?

Answer in fewer than 400 words:

Alfred (ThisIsAlfred.com) has produced daily online audio programmes featuring stories from our area since May 2018. This has helped us to understand local tastes.

When deciding topics, we initially assessed the themes of events promoted on posters around town. Creative arts, conservation, countryside, history and the environment were prominent. We've evaluated engagement levels for each audio report. That data, combined with our online and street-survey, suggests that our initial assessment of tastes was sound.

Alfred will form teams to oversee the broadcast of volunteers' contributions in each key theme. This team approach will ensure wider representation of views and interests and will add resilience, to sustain the features when people leave. These themes include (with the survey % interest in each genre):

Countryside (79%) - Stargazing in our dark skies, birdwatching or discussing the Ash dieback threat, Alfred will reflect locals' love of the adjacent Blackmore Vale and Cranborne Chase. Our team includes our two Wildlife Trusts, Cranborne Chase AONB, nature blogger Kim Masters and Common Ground co-founder Sue Clifford, MBE.

History (69%) – King Alfred established Shaftesbury in the year 888. Our experienced heritage team includes volunteers from Alfred's partners at Gold Hill and Abbey Museums.

Green (74%) - Environmental collective Planet Shaftesbury, which regularly get 100 members attending meetings, will discuss green issues, from plastic-free Shaftesbury to waste reduction and bee-friendly town status.

Arts (75%) - Shaftesbury's arts scene is vibrant. The Shaftesbury Group artists' collective host monthly exhibitions. Alfred partner, Shaftesbury Arts Centre (SAC), was established in 1954. SAC's gallery space changes weekly and is booked until 2021. Performance art is strong thanks to SAC's drama group and youth theatre, Motcombe Players and Rural Redemption Theatre. They have all expressed interest in performing radio drama. Shaftesbury's Fringe Festival is England's third largest. Last June, there were 154 performances over the weekend. As Fringe partner, Alfred will broadcast previews and full coverage over the weekend.

Shaftesbury Carnival has been an institution for 142 years. Dozens of locals fundraise to create dazzling entries for September’s parade before touring the competitive Wessex Circuit. Matt and Steve Appleby will host our weekly carnival show.

Alfred’s podcasts frequently exceed 30k weekly reach on Facebook. This awareness has helped us engage with groups and individuals with stories to share. We’ve discovered additional interests that residents want featured, including carnival and mental wellbeing. Our online experience has revealed significant and constant demand for local features and news stories.

D: How will your proposed community radio service add to the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities, add to the overall range of such services in the area concerned and be different and distinct from them? Please tell us which non-BBC local services your station will overlap with.

Answer in fewer than 400 words:

Alfred will target a smaller and more cohesive area than the only FM commercial radio licence for this area, The Breeze. The Breeze North Dorset no longer operates from within the licence area and shares programmes across the Yeovil, Bristol, Bath, Warminster, Bridgwater and West Somerset licences. Some localised news, weather and what’s ons are injected into The Breeze North Dorset’s programming but its editorial focus is geographically wide.

On 18th March 2019, The Breeze North Dorset’s 7am and 8am local news featured animal cruelty in Yeovil, a crash in South Somerset, a Somerset Fire Service safety message and Taunton road developments. No Shaftesbury area stories aired. The Breeze’s 2-minute bulletin included national news.

Our daily news service will be a 30-minute duration programme, rather than a shorter bulletin. Our news and content will come from an area of up to 7-miles radius of Shaftesbury.

The Breeze is music-led. Alfred won’t play any mainstream music. Most of our programming will be speech. Any music we play will be local artists or performances.

We believe that the unique and distinct lack of media coverage in the Shaftesbury area is relevant to our response to this question, albeit a BBC-related issue. The hilly terrain means that Shaftesbury residents receive TV variously from Plymouth, Bristol or Southampton. Dorset has no BBC local radio and the weekday breakfast time Dorset opt-out of BBC Solent, Shaftesbury’s BBC local, can’t be heard clearly around Shaftesbury. This means we don’t have the speech provision expected in other markets and we don’t have a local broadcaster targeting an older demographic, which may account for the high interest in local news and content from our survey responses. Our survey revealed that 96% of locals are interested in Shaftesbury area news.

Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for ‘social gain,’ is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p>	<p><i>Broadcasting legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.</i></p> <p><i>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <p><i>(a) the provision of a radio service to individuals who are</i></p>

<p>Answer in fewer than 1,500 words:</p>	<p><i>otherwise underserved by such services,</i></p> <p><i>(b) the facilitation of discussion and the expression of opinion,</i></p> <p><i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and</i></p> <p><i>(d) the better understanding of the particular community and the strengthening of links within it.</i></p> <p><i>Social gain may also include the achievement of other objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p> <p><i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i></p>
<p>Many positive things happen in Shaftesbury and the surrounding villages. Alfred wants to celebrate our area, remaining mindful that it has grown rapidly in recent years and that many people have actively chosen to live here. We asked our survey respondents what they wanted on Alfred. “Good stories to lift this town up,” requested one resident. We won’t disappoint.</p> <p>The promotion of civic participation and volunteering:</p> <p>Shaftesbury Town Council identified 148 community organisations in our town of fewer than 8,000 people. Alfred will invite clubs to record messages encouraging new recruits.</p> <p>Alfred’s ‘volunteer of the month’ award will share stories of our many unpaid heroes.</p> <p>Shaftesbury Civic Society will salute public-spirited actions in their own segment congratulating great design and encouraging locals to consider and respond to planning applications.</p> <p>Few members of the public attend Town Council meetings. Alfred aims to stimulate interest. Town Clerk Claire Commons has agreed to self-record meeting previews, singling out items of likely public interest and explaining how the residents can participate in decision-making processes. Alfred will also report from Town Council meetings. We’ve contacted all our local parish councils offering airtime for meeting previews and reviews. Our two MPs Simon Hoare and Andrew Murrison have agreed to regularly discuss matters relating to our parliamentary constituencies.</p> <p>Alfred intends to host quarterly ‘Make Shaftesbury Better’ seminars for broadcast. Invited experts will share thoughts on a topic in front of an Arts Centre audience. The public will be invited to discuss their responses in breakout groups. We’re conscious that some smart thinking may never be shared because some of us don’t want to speak publicly. The workgroups will report their conclusions before final remarks from the panel members.</p> <p>The promotion of social inclusion:</p> <p>Dorset County Council’s 2017 Social Inclusion Report suggested that some central Shaftesbury residents were at high risk of social isolation. The Beacon ward and East Stour were considered above average risk. Staff used socio-economic data to create a ‘social isolation and loneliness index’. Low income, not owning a car and poor</p>	

¹ See Article 2(3) of the Community Radio Order 2004 and Ofcom’s Notes of guidance for community radio applicants and licensees.

health are factors. Data from the Ministry of Housing, Communities & Local Government (2015) reveal these wards to be the most deprived in our area. The data ranked 32,844 areas of England. Shaftesbury Central and The Beacon wards were ranked at 14,643 and 14,840 (1 being the most deprived).

Alfred has formed a 'think tank' to discuss tackling social inclusion in our programming. Members are:

- Cllr David Walsh - Chair Dorset County Council's Social Inclusion Subcommittee
- Rachel Bodle - Shaftesbury Neighbourhood Plan
- Sarah Rampton - Alzheimer's Society
- Robin Miller - Shaftesbury Royal British Legion
- Reverend Richard Kirlew - Rural Officer For Dorset, Church of England Salisbury Diocese

The group meets quarterly and has suggested an initiative where supervised children record conversations and memories of isolated elderly residents. Alfred will air campaigns to encourage locals to 'reach out' to isolated neighbours. We'll also follow the group's recommendation to signpost debt and benefit advice.

Shaftesbury's population has increased by one-third since 2001, with more housing planned. People moving to a new area can feel lonely and isolated. Our online survey brought these requests;

- "Not to be insular but to promote inclusiveness"
- "Don't be cliquey"
- "Promote inclusion"
- "Help people get out and about and not get lonely and isolated."

We want to bring locals together, either in a physical space or in a participatory community because infrequent or non-existent rural bus services can create isolation. We want to engage with listeners in a meaningful way with programming. Not everyone enjoys going out on their own. It can be uncomfortable and lonely. Alfred will host occasions that residents can attend with a clear purpose and where they can enjoy social interaction with other attendees.

Examples include:

- Meet My Pet - Listeners will be encouraged to bring their pet and chat to presenter Karen Brazier about the difference their animal makes to their lives.
- Tea and Telling Tales - An afternoon where attendees will be encouraged to share stories over a cuppa. We will pre-promote questions, designed to encourage conversation at this social session. Examples could include, 'What was the most incredible food you tasted and where?' This could provide engaging speech content for the radio.
- Walking For Health – This group is a social inclusion success - up to 40 locals join the weekly walks around Shaftesbury and Semley. 65% of our survey respondents were interested in rambling. Organiser Peter Wells will record walk previews and conversations with walkers, sharing the sense of bonhomie to encourage locals seeking social activity to join.

We're keen to offer listeners a taster of these structured events, to encourage their participation. We hope that when listeners understand how these activities work and they know what is expected of them, they will feel confident enough to take part and feel less isolated.

Other on-air features will aim to greatly encourage listeners who cannot attend events, for mobility, health or transport reasons, to become involved in the programme-making team remotely. These include:

- Alfred's Book Club - 51% of survey respondents liked book reviews. Motcombe author Rosie King will encourage Shaftesbury Library, Shaftesbury Arts Centre, Enmore Green, Motcombe and Compton

Abbas book groups to submit audio reviews of a featured book using our website app. Listeners will be encouraged to do the same. Comments will be blended into a sequence.

- Creative Writing - 53% of survey respondents were interested in stories. Rich Foreman leads the Shaftesbury Arts Centre creative writers and Fran Hill heads up The Scribblers. They will coordinate their respective members' contributions to a regular challenge to write a 350-word story or poem on a chosen subject. This segment will include discussions about the creative writing process. The writer or a drama group member can read the two-minute scripts. Listeners will be encouraged to enter their writings and recordings from home.

The provision of a radio service to individuals who are otherwise underserved by such services:

Older residents - 23% of our residents are aged 65+ (16% England) and 18% are retired (14% England). There is currently no commercial radio provision for this group locally.

We'll broadcast edited nostalgic anecdotes and stories in our weekly 'Shaftesbury Memories'. We have agreed with organisers of the town's three Memory Cafés to attend and record stories. We're also lucky to have access to an oral history archive of 60 interviews recorded for Gold Hill Museum.

Daniel Cadisch of Shaftesbury's Citizens Advice Bureau will provide regular information on benefits and advice for older listeners.

Mental health programming – There is currently no extended discussion on mental health challenges locally and our online survey indicated an interest in hearing more.

In 2017, Dorset County Council authored a report suggesting our more deprived areas, including Shaftesbury Central, could be at higher risk of mental health issues because of lower mobility and higher deprivation. Shaftesbury charity Hope provides facilities for people in crisis. They want to converse about mental wellness on Alfred, along with Mel Costas of Shaftesbury social enterprise Save Our Mental Health. We've identified a resident who works within the field of adolescent mental health to lead our programming team producing content on this topic.

The provision of education:

Alfred will air daily 'opportunities' announcements, highlighting local education courses. Julia Markus, Shaftesbury Manager for Skills and Learning Courses, will record pieces highlighting what is available. Approximately 20 volunteers from the informal education network for people aged 55+, Shaftesbury U3A, have expressed interest in promoting their group learning activities, ranging from natural history to travel.

Better understanding of the community and strengthening of links within it:

We intend to produce programming related to Shaftesbury's rich history and culture.

- Ask About Our Past - Gold Hill Museum's team will answer listeners' queries, such as 'Why are the metal bollards outside Shaftesbury Library capped with a crown?' (It used to be the entrance to the now demolished police station). We aim to encourage curiosity and build civic pride amongst new residents.
- Sunday Locals' Life Story – This will help listeners understand our community better. Two recent Alfred podcast interviews generated significant social media response. The first, with carwash owner Ali Alan, told his story of leaving Iraq and travelling to Britain as a teenager, unable to speak English and then building a successful business. Ciel Taylor shared her moving story of being relocated to Shaftesbury from London by Women's Aid because of domestic abuse. Ciel had suicidal thoughts after initially encountering racism here but has since made Shaftesbury her home.

Promotion of economic development and social enterprises:

Alfred’s weekly business segment will discuss challenges to local rural businesses, promote events designed to support enterprise and share knowledge of entrepreneurs of all ages. We will create ‘Mentor Match’ where people can offer to share skills with new businesses. And we’ll uncover and reveal inspiring stories of local business people’s successes. Shaftesbury Chamber of Commerce and the North Dorset Business Group are on board.

Access and participation:

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Answer in fewer than 400 words:</p>	<p><i>Legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>
<p>As a speech-based station broadcasting locally-created content, it is crucial that Alfred encourages our community to participate in our service. Any group, organisation or resident of the SP7 or SP8 postcode areas will be encouraged to get involved.</p> <p>Alfred will promote participation opportunities heavily and frequently on social media, our website and on-air. We intend to host annual recruitment days at Shaftesbury Arts Centre. We were delighted that 55 residents attended our inaugural engagement event on 16th February 2019.</p> <p>We don't intend to make heavy use of a fixed recording studio. Instead, we’ll provide training on how to produce content using the available recording tools at home, on location or at the many societies and clubs in the area. We will form specialist teams of volunteers focusing on content themes and different aspects of the station’s operation including event organisation, social media, website updates and programming.</p> <p>We are mindful of transport difficulties across our rural area. We will offer outreach training courses in our villages. All residents will be able to take part in programming by submitting audio through our app and website and through our contribution points inside some community hub village shops.</p> <p>Alfred maintains a database of local clubs and organisations that we will also use to promote our volunteering opportunities. We will ensure that we are included in the voluntary group directory in Shaftesbury Library and we will submit an overview of each year’s activity for inclusion in the Town Council’s annual report. Alfred will be highly visible, attending many of the events in our small town and surrounding villages, and we would hope to encourage participation when our people meet potential volunteers. In a small rural area, word can travel fast!</p> <p>When volunteers come forward, they will be offered induction and training. Residents who wish to broadcast will undertake a legal overview course, led by a member of our management team. All station participants will be asked to accept our requirement for fairness and balance in reporting and to agree to maintain an inclusive and tolerant attitude during station activities.</p> <p>After one year, any volunteer may put herself or himself forward to stand for the Management Committee at its annual meeting.</p>	

7. Access to facilities and training	Guidance Notes
<p>Set out the practical (formal and informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities that would be used for the provision of your service and to receive training in their use.</p> <p>Answer in fewer than 400 words:</p>	<p><i>Ofcom is required by the legislation to have regard to the provision each applicant proposes to make to allow for access by members of the target community to the facilities to be used for the provision of the service and for their training in the use of those facilities.</i></p>
<p>Alfred intends to demystify radio with its user-generated, content-driven service. Most residents have participation tools in their pockets already!</p> <p>Volunteers will learn how to make engaging radio using everyday devices, from anywhere – home, work or clubhouse. We recognise the joy of sharing new experiences with others, so we'll provide 'open access' formal group training in recording and production techniques in public venues, on publicised dates.</p> <p>Every participant's need is different. We will tailor training to meet individual aspirations. It could include planning, scripting, sound recording, voicing, interviews and group discussions. We'll explain editing principles and playout software operation.</p> <p>Our citizen journalism sessions will offer an understanding of local government, institutions and training in impartiality. Compliance training is crucial and we hope to develop a team that can preview broadcast material, a role that could be undertaken remotely from home.</p> <p>Alfred benefits from having award-winning broadcasters in our group, along with volunteers who offer IT training within the community. Our volunteers could develop useful skills from meeting deadlines, presentation, social media marketing and event organising.</p> <p>Local groups will be invited to train members to submit their own content. Alfred will host on-site skills clubs at our formal partners – Shaftesbury Arts Centre, Gold Hill Museum, Shaftesbury Abbey and Shaftesbury School.</p> <p>Groups expressing interest include:</p> <ul style="list-style-type: none"> • Shaftesbury Rainbows – for communication skills 'badges'. • Shaftesbury Youth Club. • Shaftesbury charity Hope, who operate a drop-in centre helping vulnerable adults learn baking, jewellery-making, bicycle restoration and computer skills. Hope's directors want volunteers trained to produce features about Hope's community work. • Shaftesbury U3A Radio Club. <p>Trevor Bailey, Director of North Dorset's Windrose Rural Media Trust charity is keen to pursue funding for a media-training project, which would include radio skills for local people. Trevor wishes to partner with Alfred for rural life or local social heritage media projects.</p> <p>We'll offer placements for Yeovil College's BTEC and Foundation Degree students. Lead Tutor for Creative Industries, James Guest, hopes to offer some Shaftesbury teaching sessions and welcomes Alfred volunteers 'shadowing' practical sessions here or in Yeovil.</p> <p>Alfred will host Bournemouth University Media School BA and MA Radio or Multimedia students' projects. Lecturer Lizzie Sykes lives locally and has collaborated with our team previously. By producing local content, students could enhance our content offer and by sharing their skills they would enrich our volunteers' learning experience.</p>	

Ensuring accountability:

8. Accountability	Guidance Notes
<p>Please set out your proposed community accountability mechanisms. These should cover matters such as:</p> <p>How will members of your target community:</p> <ul style="list-style-type: none"> • make contact with your service, and • influence the operation of the service? <p>How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon?</p> <p>Answer in fewer than 500 words:</p>	<p><i>Broadcasting legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics. One is that, in respect of the provision of the service, the provider makes itself accountable to the community (or communities) the service is intended to serve.</i></p> <p><i>Ofcom is required to have regard to the provision each applicant proposes to make in order to ensure its accountability to the relevant community (or communities).</i></p>
<p>Alfred will be open to everyone living in SP7 and SP8 areas. We will make sure that our community knows how to get in touch with us, whether on line, through the mail, in person or on the phone. As a speech-driven service, feedback, interaction and engagement will be essential to our operation.</p> <p>Alfred will remain highly proactive on Facebook, Twitter and Instagram. We realise that different demographics favour particular social media and it’s imperative that everybody exposed to the Alfred service feels they can command, suggest, critique or complain easily. We’ll add new emerging communication tools when they become established.</p> <p>Alfred intends to position a feedback box inside the Shaftesbury Arts Centre and in the Shaftesbury Town Hall foyer. As we are partnering with some of the town’s biggest organisations, many people connected with those groups should be able to find our contact details readily from within their own network, if they are not online.</p> <p>Alfred will attend all of the major events in the area for coverage reasons. We will be visible. All volunteers will understand how to help any locals lodge feedback formally.</p> <p>Our complaints procedure will be easily found on the website and broadcast announcements will regularly inform people on how they may wish to make a suggestion, complain, lodge their dissatisfaction or have an issue addressed. We will ask to hear what listeners think that we are doing well, too!</p> <p>The management team will receive complaint information and will act on it, as appropriate, within 14 days.</p> <p>Our annual engagement day and public meeting will give attendees a chance to chat with the directors during the drop-in session or arrange private meetings at a later date. We prefer the relaxed session approach, as we are aware that people can be intimidated about asking questions in a more formal environment.</p> <p>Alfred intends to check every piece of broadcast audio for compliance with the broadcast code before it is aired. That’s why we believe that airing recorded programming, even if that recording is made just minutes before transmission, is the most robust approach for this format.</p> <p>Our directors will oversee safeguarding policies and our events director is fully experienced in risk assessment, regulations and cover that needs to be in place regarding outdoor events.</p>	

Guidance notes: station’s draft key commitments

Please draft the Key Commitments for your proposed service. There is a blank key commitments template overleaf. If your organisation is awarded a licence, the key commitments you draft here will be included in your licence. (Please note: Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals).

Your draft Key Commitments should be consistent with, and, where appropriate, summarise the answers you have already given in this application form.

It is important that you draft your own commitments rather than just copying what may have been done by others. You should keep in mind that it will be a condition of any licence to meet the Key Commitments: something you must do at all times and for

breach of which you could face sanctions including revocation of the licence. So, you should think carefully about what you will be committing to.

We would expect key commitments to be brief and no more than one page long.

KEY COMMITMENTS: to be completed by the applicant *[Guidance is given in italics.]*

Station name: <i>[As in section 1 of this application]</i>	Alfred
Licence area: <i>[State the proposed coverage area as set out in section 3 of this form.]</i>	Shaftesbury (North Dorset) and the surrounding area, including the parishes of Cann, Ashmore, Compton Abbas, East Orchard, East Stour, Fontmell Magna, Melbury Abbas, Motcombe and Stour Provost in Dorset and Donhead St Andrew, Donhead St Mary, Sedgemoor, Semley, West Knoyle and East Knoyle in Wiltshire.
Description of character of service <i>[Describe in no more than 80 words in total]:</i> the target community/communities <i>[describe the community or communities you will serve; this should be a summary of your answer in section 2 of this form]:</i>	
<ul style="list-style-type: none"> - the main purpose of the service - the station's primary functions or activities. 	
<p>Alfred will provide a highly localised service of news, information, extended interviews, discussion, features and spoken word programming for the community of Shaftesbury and the surrounding rural area.</p> <p>Alfred will reflect our area's vibrant arts scene and our community's strong sense of civic pride and passion for our location by establishing an open-access forum for sharing broadcast content generated by members of the community.</p>	
The service broadcasts: <i>[these bullet points should be a summary of the answers you have given in section 4 of this form]:</i>	
<ul style="list-style-type: none"> • Music. The main types of music² broadcast over the course of each week are: <i>[insert types of music in a maximum of 30 words]</i> 	
Alfred will not play any commercially available music. We will feature local performers and session recordings made at local events and gigs. We will broadcast a weekly local music hour.	
<ul style="list-style-type: none"> • Speech. The main types of speech output³ broadcast over the course of each week are: <i>[describe the speech output in a maximum of 30 words]</i> 	
Alfred will provide local news, interviews, oral history recordings, community announcements, spoken word, drama, folklore, panel discussions, book reviews and comedy. All of this will be locally recorded.	
<ul style="list-style-type: none"> • Over the course of each week programming is broadcast in <i>[list all language(s) other than English, if relevant]</i> 	
Alfred intends to broadcast in English.	
<ul style="list-style-type: none"> • The service provides original output⁴ for a minimum of <i>[insert number]</i> hours per day. <i>[What are the minimum hours per day that the service will broadcast original output?]</i> 	
Alfred will provide original output for at least 20 hours a day. We will share some interviews and audio clips with neighbouring community radio service if the subject matter is relevant to our area.	

² e.g. mainstream pop, urban etc.

³ e.g. local news, what's on etc.

⁴ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

<ul style="list-style-type: none"> The service provides locally-produced output⁵ for a minimum of <i>[insert number]</i> hours per day. <i>[What are the minimum hours per day that the service will broadcast locally-produced output?]</i>
Alfred will broadcast locally-produced output for at least 20 hours a day. We would like the flexibility to air some excerpts from programmes or interviews produced by neighbouring community radio services in Dorset, Wiltshire and Somerset if that subject matter is relevant to the people of this area.
<i>[The text below is included in the Key Commitments in all community radio licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments]</i>

About your organisation:

9. Company details	Guidance Notes
<p>The legislation requires that:</p> <ul style="list-style-type: none"> Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community 	
<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate. Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</p>	<p><i>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
Company (or other body corporate) name:	This Is Alfred Ltd
Date of registration:	12 December 2018
Company registration number:	11724793
Type of company (or other body corporate):	Private company limited by guarantee without share capital
Where your body is not a company, please explain how it meets the requirement to be a body corporate:	

10. Ownership	Guidance Notes
Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence,	<i>Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any</i>

⁵ Locally-produced output is output made and broadcast from within the service's licensed coverage area.

<p>and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.)</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so). (You will also be asked about the board of directors in 11 & 12 below.) details of any individual, company or other body that may exert control over the applicant. 	<p><i>issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>
<p>This Is Alfred Limited is a not for profit company limited by guarantee and is controlled and owned equally (20%) between the five directors, who each have equal voting rights. Additional directors can be voted in through majority vote.</p>	

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). An indication of management structure (e.g. management committee or equivalent, if applicable), and/or Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<p>This Is Alfred Ltd, the controlling body for Alfred, has the following Board of Directors:</p> <p>Mr Keri Jones - Chair and Managing Director</p> <p>Ms Karen Brazier</p> <p>Dr Andrew Hargreaves</p> <p>Mrs Amber Harrison</p> <p>Dr Kevin Harrison</p> <p>Alfred's Board of Directors will meet quarterly and decide the company's overall policy and strategy, being guided by the monthly Management Committee meetings. At least two directors will attend the Management Committee meetings.</p> <p>The Managing Director, Keri Jones, will be responsible for day-to-day operations together with the Management Committee, drawn from relevant experience within the community. This has already been established (details below).</p> <p>The Management Committee will meet monthly and make recommendations to the Board of Directors on a quarterly basis. Over time, we expect the members of the Management Committee to change, drawing from the various partners and interest groups.</p>	

The Management Committee will maintain close contact with the volunteers, who will be organised into teams looking after different aspects of the radio service's operation. We feel that the team approach is more sustainable and having a subgroup of people working on one programme theme will ensure that programme provision is not lost due to volunteers leaving the group, illness or holidays.

All volunteers will have the chance to stand for election to the Management Committee and we expect, as new Alfred initiatives are identified, new Management Committee posts to be introduced.

The Management Committee includes the Directors above and:

Donna Bernard, Natalie Cooper, James Higgins, Rob Neely, Abby Pope, and Andy Tebbutt-Russell (details in Section 12).

12. Management and operations	Guidance Notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</p> <p>Answer (for each director):</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why by email to community.radio@ofcom.org.uk).</i></p>
<p>Director: Mr Keri Jones</p> <p>Employment: Holiday Accommodation Owner</p> <p>Other directorships: Scilly Today Ltd</p> <p>Relevant experience or qualifications: Keri has worked in radio since 1987 and began full time radio employment in 1991. He has an extensive radio career, managing some award-winning radio stations. Keri was Programme Manager at Mix 96 in Aylesbury then Managing and Programme Director at Valleys Radio in 1996. He formed the group that applied for and won the Pembrokeshire commercial radio licence and which was later awarded the neighbouring Carmarthenshire licence. At Pembrokeshire, Keri embraced technology to develop cost-effective ways to deliver meaningful speech content. The station often exceeded 45% speech. Radio Pembrokeshire was heralded as an exemplar of rural radio and was successful in financial and audience terms, consistently achieving the highest Rajar ratings recorded in radio in the UK to date (66% reach). The station was named 'Station of the Year' in the Arqiva awards for an unprecedented two consecutive years. Keri applied his experience in running low-cost, highly localised speech content to one of the first community stations. Keri was a director at Radio Scilly for 12 years and worked full-time at the station for 10 years. The Sony-nominated service achieved the South West Station of the Year award in the competition. Keri will work full-time, 40 hours per week, on the Alfred project (voluntary).</p> <p>Director: Ms Karen Brazier</p> <p>Employment: Marketing Manager in Independent School</p> <p>Other directorships: None</p> <p>Relevant experience or qualifications: Karen has had editorial roles in publishing. She produces a successful Dorset blog, 'Dorset For Days', which promotes Shaftesbury and the surrounding area. Karen will be our Community Engagement Manager (voluntary).</p>	

Director: Dr Andrew Hargreaves

Employment: Web Management

Other directorships: Scilly Today Ltd.

Relevant experience or qualifications: Andy was one of two directors who founded community radio station Radio Scilly. He was a director for 10 years and worked full-time for 5 years at the station, helping ensure that the community radio station remained a sustainable and viable essential service for a remote community of just 2,000 people. Andy brings exceptional IT and training skills to our team.

He is an accredited volunteer 'Digital Champion' for Dorset, helping members of the community get online, understand technology, software and IT.

Andy will be Administration Manager and IT Training Manager (20 hours per week, voluntary).

Director: Mrs Amber Harrison

Employment: Global Corporate Responsibility Manager

Other directorships: Shaftesbury Arts Centre Ltd

Relevant experience or qualifications: Amber implemented a corporate wide volunteering / philanthropy programme for a global telecoms company that's seen over 8,000 hours of volunteer time donated.

Amber will be Alfred's Governance and Compliance Manager and Marketing Manager (voluntary).

Director: Dr Kevin Harrison

Employment: senior software developer

Other directorships: Shaftesbury Arts Centre Ltd

Relevant experience or qualifications: Planned and implemented IT systems to help volunteers at Shaftesbury Arts Centre and helped volunteers there to understand the technology.

Kevin will be IT Manager (voluntary).

If any individuals (not necessarily directors) have been identified for management roles please state what experience identified individuals have to undertake the role in question:

Events Manager: Andy Tebbutt-Russell (voluntary)

Andy is an experienced Theatrical Producer who arranges and manages shows across the UK and abroad. He founded Shaftesbury Fringe. Andy has been responsible for securing thousands of pounds of sponsorship from local businesses to fund the event. He planned and implemented the considerable logistical operation in putting on England's third-largest fringe as an entirely volunteer-run, unpaid event. Andy brings project planning and delivery management skills to our team. He spent seven years as a consultant, identifying and disseminating best practice within organisations.

Business Engagement Manager: Rob Neely (voluntary)

Local businessman and Chamber of Commerce Executive Committee member Rob Neely will work to ensure good two-way relations with our town's business community. Rob voluntarily sells the advertising space in the Chamber's annual town guide and arranges its publication and distribution. Rob is a hands-on 'fixer' known for his ability to 'make things happen', whether it's putting up the Town Centre summertime bunting or banners for the Snowdrop Festival.

Alfred intends to host events and might air some limited sponsorship messages to meet our modest annual running costs. Andy Tebbutt-Russell and Rob Neely’s practical experience will be invaluable.

Live Content Manager: James Higgins (voluntary)

James will be responsible for planning, organising and producing recordings of local people, showcasing their talent. Motcombe villager James is an experienced sound recordist and audio producer who produced radio plays and presented programmes on Sydenham Community Radio.

Youth Engagement Managers: Donna Bernard and Abby Pope (voluntary)

We’re aware that, with our older age profile, many local community services are geared towards the older demographics. We want to ensure that the younger members of our community are also engaged with Alfred.

Donna was Shaftesbury reporter for the former commercial station, MidWest Radio. She has national TV presenting experience. She understands broadcast skills and legal requirements from her work as a freelance BBC presenter, news anchor and her six years as a GMTV correspondent, which included a year as their New York-based reporter. Donna regularly freelances for ITN Production. She has worked with local churches, organising groups of children to assist in a local old people’s home at Christmas.

Abby Pope studied TV and Film Production at Yeovil College and her studies included radio and audio modules. She has produced broadcast video content for Meridian TV.

Presentation Training Manager: Natalie Cooper (voluntary)

Semley resident Natalie Cooper will be our Presentation Training Manager, helping volunteers gain confidence in public speaking and personal presentation of their content. On a spoken-word service, we believe this role is as important as technical skills training. Natalie is a full-time voiceover artist and has served on Equity’s working party negotiating with commercial radio. Natalie also worked as a producer and Manager for BBC 3 Counties Radio and a presenter for ITN’s News Direct radio service.

13. Staffing structure	Guidance Notes
<p>What is the staffing structure of your proposed radio service? Provide a job title for each position and indicate whether the individual will be paid or will work in a voluntary capacity, will be full or part-time (indicate the number of hours for part-time posts). This may be provided as a diagram or organisation chart.</p> <p>Answer in fewer than 400 words, plus organisation chart (optional):</p>	<p><i>The legislation requires that Ofcom has regard to the applicant’s ability to maintain the proposed service (as well as to ensure the applicant is fit and proper to hold the licence). As well as its ownership, management and operations, the proposed staffing of the station is relevant to these considerations.</i></p>
<p>All roles are voluntary. Hours are per week.</p> <p>Managing Director</p> <p>Liaises between the volunteers, management and board, presents daily programmes, identifies and reports news stories. Day-to-day responsibility for content and the station’s sound. Maintains contact with the content teams to ensure that the station functions to highest broadcast standards whilst meeting Ofcom key commitment and compliance regulations.</p> <p>Keri Jones, full-time, 40 hours</p>	

Administration Manager

Responsible for office administration, licence and regulatory payments, insurances and tax, invoices for billings, prepares budgets and ensures strict budgetary controls.

Andy Hargreaves, part-time, 5 hours

IT Training Manager

Ensures that facilities required by the community in order to submit content are functioning. Ensures volunteers understand how to operate audio capture devices. Demonstrates how to operate popular open-access editing software to create and submit 'ready to air' content.

Andy Hargreaves, part-time, 15 hours

Community Engagement Manager

Oversees Alfred's outreach and volunteer recruitment, encouraging participation in the service and soliciting feedback. Highlights examples of volunteer successes on social media and through the press. Develops database of stakeholder groups and individuals and maintains regular email contact to promote participatory events or request constructive feedback.

Karen Brazier, part-time, 2 hours

Governance/Compliance Manager

Undertakes content compliance spot-checks and ensures that expected risk assessments and policies are in place and adhered to.

Amber Harrison, part-time, 1 hour

Marketing Manager

Promoting Alfred using social media, community publication editorials or through other affordable means. Facilitating partnership working to achieve awareness objectives with minimal budget.

Amber Harrison, part-time, 1 hour

IT/Technical Manager

Ensures that software and hardware is operating efficiently, updates are installed and broadcast loggers and remote access functions. Responsible for business continuity and identifying new software opportunities to improve the service or allow participation.

Kevin Harrison, part-time, 2 hours.

Business Engagement Manager

Ensures that the business community remains engaged. Selling of limited sponsorship airtime opportunities.

Rob Neely, part time, 2 hours

Events Manager

Identifies opportunities for a select number of station fundraising music and spoken word events. Manages events team volunteers in arranging these functions.

Andy Tebbutt-Russell, part time, 2 hours

Live Content Manager

Identifying events to record. Editing and production of broadcast-code compliant content, musical or spoken-word productions. Obtaining copyright permissions for airing recorded content.

James Higgins, part-time, 3 hours

Youth Engagement Manager

Identifying youth projects to partner with and reflecting the needs, wishes and interests of our area’s younger residents in programming.

Role share - Donna Bernard and Abby Pope, part-time, 3 hours

Presentation Training Manager

Helping volunteers gain voice confidence, encouraging best practice and techniques in use of voice and personal presentation. Offering coaching, feedback and development.

Natalie Cooper, part-time 2 hours

14. Applicant’s experience	Guidance Notes
<p>Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.</p>	<p><i>Ofcom is required to consider whether an applicant has the ability to run a community radio station for the licence period (up to five years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.</i></p>
<p>A. Please provide a brief history of your group. Answer in fewer than 300 words:</p>	
<p>In 2017, Keri Jones volunteered to help Shaftesbury’s Gold Hill Museum with its publicity. He became frustrated at the challenges faced getting the message out in an area served by a weekly magazine covering a wide area, or monthly free papers that require collecting. He started podcasting interviews as ‘Radio Shaftesbury’ for the Arts Centre and Museum. The response was encouraging and following discussions with local groups in December 2017, Keri wrote to request that Ofcom advertise a local community radio licence for the area.</p> <p>In Spring 2018, Keri and Andy launched ThisIsAlfred.com, a website featuring daily local news features and interviews. The name honours the founder of Shaftesbury, King Alfred The Great. The website has been a success in terms of awareness and response. It is non-commercial and designed to assess the viability of a community media project. Contributors work voluntarily and there is no advertising or payment taken.</p> <p>Keri approached locals passionate about Shaftesbury and formed a team of directors. Alfred’s plans have been promoted heavily in local press and social media. The Town Council has been informed of progress on two occasions, all local councillors and parishes have been contacted and plans have been shared in presentations at the Arts Centre, Round Table, Civic Society and at Shaftesbury Civic day last June.</p> <p>55 potential volunteers attended an Open Day at Shaftesbury Arts Centre on 16th February. Since January, our team has been training local contributors. Tim Beal has started recording Shaftesbury FC and Donhead Utd football reports. Steve and Matt Appleby will launch their carnival programme on the ThisIsAlfred website in April 2019.</p> <p>Around 600 people have been interviewed for the online radio programmes, mostly in face-to-face interviews, since May 2018. That has generated awareness of Alfred’s radio plans and has encouraged positive feedback.</p>	
<p>B. Please summarise the group’s broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)). Answer in fewer than 150 words:</p>	

Alfred has been creating daily highly localised radio features for our audio-based website, ThisisAlfred.com, and social media since May 2018. This has helped us understand local tastes and interests better. It has been an invaluable tool for explaining and establishing our radio plans, developing new contacts and increasing involvement in our proposals.

C. Please summarise the relevant experience of the group or its members, in relevant non-broadcast areas (such as third sector, local business, fund-raising, training or education).

Answer in fewer than 150 words:

Keri chairs Shaftesbury Town Council's Visitor Experience Advisory Group (VEAC), sits on the town's Economic Advisory Committee, is a member of the Shaftesbury Neighbourhood Plan committee and is press officer for Gold Hill Museum.

Amber and Kevin are Shaftesbury Arts Centre directors.

Amber, Kevin, Karen, Keri, Andy Tebutt-Russell and Rob are volunteers on the Shaftesbury Fringe Committee. Andy Hargreaves looks after Fringe IT, website and registrations and volunteers as a Dorset Digital Champion, helping people gain online skills.

Rob owns an established Shaftesbury retail business and serves on Shaftesbury In Bloom. He is also on the Shaftesbury Chamber of Commerce board with Keri.

Natalie Cooper has experience as a Shaftesbury School governor.

James Higgins is a member of the 100-strong Shaftesbury Community Choir.

Amber and Karen are trustees of the Rolt Millennium Green community garden.

Karen was a Shaftesbury Food and Drink Festival committee member and sits on the Council's VEAC group.

Donna has worked with the Army Families Federation charity as its Communications & Marketing Director.

All these roles are voluntary. None of our team are councillors.

D. Please summarise the radio broadcasting experience of key individuals in the applicant group (only if not already described above).

Answer in fewer than 150 words:

Please see above.

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service.</p> <p>This may include a variety of information, for example:</p> <ul style="list-style-type: none"> summary of support 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 generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc.; results of research; summary of support from local politicians, councils, educational or religious bodies etc.; summary of support from local business or other 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or 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 by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. 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. If we wish to see the source material,</i></p>

<p>sectors;</p> <ul style="list-style-type: none"> evidence of support from your proposed target community. <p>Answer in fewer than 1,000 words:</p>	<p><i>we will ask for it.</i></p>
<p>We posted our survey on our website and promoted it using social media and press. We received 252 responses - around a half were online and a similar number from face-to-face street questioning or returned paper surveys.</p> <p>92% of respondents felt Shaftesbury should have a station and 52% said they would be very likely to listen, 33% likely and 10% were unsure.</p> <p>61% of respondents had visited ThisIsAlfred.com during the previous week. 76% felt that ThisIsAlfred.com's style of extended local news and features would be of interest if broadcast.</p> <p>Our audio features have been played around 15,000 times on Soundcloud since May 2018.</p> <p>Alfred's Facebook page has established 2,000 followers in a town of 7,314. We only post our own, unique information-led content, never shared posts or memes. This has been a conscious, research-based decision to assess engagement with our content alone.</p> <p>Our responses reveal high awareness of Alfred and demand for our proposed service:</p> <ul style="list-style-type: none"> "I know how important it is for rural communities to have access to local information and local radio is a brilliant source of such information and granular news. I hugely support this initiative and wish the venture all success." - S Hoare MP. "You have my support." - A Murrison MP "I have listened to the Alfred podcasts. I think that a radio station is a brilliant idea." - V Potheary, Chairman, North Dorset District Council. "It's a brilliant idea and I was promoting it at my committee recently." - D Walsh, Dorset County Councillor, Deputy Leader North Dorset District Council. <p>Alfred received unanimous support from Shaftesbury Town Council on 5th of February. Motcombe Parish, Melbury Abbas and Cann and Semley Parish Councils supports Alfred:</p> <ul style="list-style-type: none"> "Shaftesbury is a vibrant market town. What we lack is the social glue that a community radio station would provide – providing the various and many interest groups with a platform and a voice to bring the people of Shaftesbury together." - A Perkins, Shaftesbury Town Council. "I'm really supportive of your plans." - D Beer, Shaftesbury Councillor, Dorset County Council. "Shaftesbury Tourism Association would warmly welcome the creation of a Community Radio Station. Rural communities like ours often suffer from an ability to broadcast the events and opportunities that exist for local residents and visitors." - D Griffin-Shepherd, Chairman. <p>Our partners Shaftesbury Arts Centre, Shaftesbury Abbey and Gold Hill Museum have offered full support. We have also received support from the following organisations:</p> <ul style="list-style-type: none"> "We are keen to take up your offer of a regular weekly slot. We have a vast range of health topics and news that relates to our local population." - J Dawes, Managing Partner, Blackmore Vale Partnership. "Planet Shaftesbury is interested and supportive of Alfred and look forward to contributing on environmental issues." - R Walter. "As Chairman of Shaftesbury in Bloom, I welcome the community radio station. Many other voluntary organisations will greatly benefit from this opportunity." - R Humphries MBE. "A station would really help foster community spirit and communication. We hope that Alfred will be granted a licence." - A Belchambers, Chairman, Motcombe Memorial Hall. "Your presentation of the benefits local people would get from community radio was extremely well received. We are very enthusiastic about your venture and wish you well." - G Lowton, President, 	

Shaftesbury Rotary Club.

- “Hope fully support this excellent way of getting information into the community.” - E Crew, CEO, Hope charity.
- “Swan’s Trust support your project in principle. I personally wish you every success.” - A McDowell, BEM, Chair of Shaftesbury’s development trust.
- “We’re aware that there is a need for the dissemination of truly local news in this area and a radio station dedicated to our community would fill that gap. Our aim is to foster pride of place. This community radio could serve that purpose well as do your current Alfred podcasts. The trustees wish you success.” – J Upton-King MBE Chair, Shaftesbury Civic Society.
- “We support your application. I think it is great what you are doing.” - S Coffen, Chairman Shaftesbury Town FC.
- “It’s an amazing idea. It’s all about the community. We support Alfred.” - S Allatt, Chair, Shaftesbury Fringe.
- “I wholeheartedly support the idea of a local radio,” - K Burkett, Shaftesbury Group artists’ collective.

Alfred has received the support of Shaftesbury’s Church of England team and Father’s House Christian Centre.

- “Alfred has been instrumental in reaching a wider audience beyond our own church congregation,” – J Churchill, OBE, St John’s Church, Enmore Green.
- “Shaftesbury Chamber of Commerce fully supports Alfred’s application. The podcast has been a wonderful addition to the town, giving exposure to many good works. Many would normally have gone unnoticed. It has brought the town together with awareness of all the fantastic activities and has created a real pride.” - D Perry, Chairman.
- “The podcast has made a positive impact on listeners who love to celebrate local community and in particular good news. It will bring the townspeople together and give a feeling of membership and identity. This in turn will benefit the wider business and educational enterprises.” - F Hill, North Dorset Business Group.
- “The podcasts have been great and people do mention them. I wish you luck in obtaining a licence.” – S Dauwalder operates Shaftesbury’s monthly market.
- “Alfred has provided my small business with a huge amount of local awareness. This service, turned into a local radio station, would give further access to our wider community and provide those less internet-able within our catchment area the joy and importance of keeping in touch with local affairs.” - J Ricketts, Owner, Enchanted Plants.
- “I think it’s a great project and we had a good response.” - G Tait, Donhead Apple Company
- “It will be a brilliant format for the community to voice opinions. I was given an opportunity to be part of a podcast. Without question, it helped my brand awareness,” - M Boatwright, Boatwright’s Estate Agents.
- “We had an overwhelming response to your podcast. So many people know what we do because they listen. I was amazed.” - J Chetwood, Chain Digital.

Ability to maintain the service – financial information:

16. Pre-launch financial information

In assessing an applicant’s ability to maintain the service we need to know what funds and assets it holds, how much it intends to spend getting the station on-air (pre-launch expenditure), and predicted funding for the pre-launch period. Please note ‘in-kind’ income is dealt with in 18 below.

Please note the categories listed below are examples for guidance only and may not be relevant to all applications (and others may be relevant to your application and in which case they must be listed)

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

17. Year 1 financial information - income

Please provide information on the predicted income for your first year of broadcasting. N.B. there is a legislative restriction on income from on-air advertising and sponsorship/commercial references (in summary, each station is allowed a 'fixed revenue allowance' of £15,000 per year from paid-for advertising and sponsorship; some stations may also be allowed up to 50% of their total relevant information per year (i.e. disregarding the fixed revenue allowance). See the 'Invitation of applications for community radio licences' for your region for further information).

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

18. Financial information – in-kind support

Please provide totals that reflect the in-kind support you expect to receive for the pre-launch period, and for year one. You may count some volunteer input as in-kind support – please see our guidance on this <http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/volunteerinput.pdf>

19. Year 1 financial information – outgoings

Please summarise year 1 outgoings – your expected operational expenditure to cover the first 12 months after the service has commenced broadcasting. (Add rows if necessary).

Please note the categories listed below are examples for guidance only and may not be relevant to all applications. Please add further items if required.

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

20. Year 1 financial information – commercial activities on air

The legislation for Community Radio places limits on the amount of income annually from the sale of on-air advertising and sponsorship that can be generated.

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

21. Pre-launch financial information - contingency

If there is a shortfall between pre-launch predicted income and outgoings, please explain below how you would expect to cover any outstanding costs.

Answer in fewer than 150 words and/or submit a summary table:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

22. Year 1 financial information - contingency

If there is a shortfall between Year 1 income and Year 1 outgoings, please explain below how you would expect to cover any outstanding costs (see also 23 and 24 below).

Alternatively if there is a surplus at the end of Year 1, please explain what you intend to do with such additional resources.

Answer in fewer than 150 words and/or submit a summary table:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

23. Financial information – loans and other borrowings

If any of your proposed funding (either set-up or operational) is in the form of loans e.g. from directors, individuals or organisations, please provide details as to who the loan is from and the terms of such lending, expected repayment terms, interest rate charged and other associated costs.

Answer in fewer than 150 words and/or submit a summary table:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

24. Financial information – alternative funding streams

If there is a shortfall between income and outgoings, what arrangements have you explored and are in place to provide further financial and/or 'in-kind' support for your proposed service?

If you have any proposals for expanding and/or changing the funding model of your proposed service after the first year of operation, please provide details below:

Answer in fewer than 150 words and/or submit a summary table:

Tick this box if you request Ofcom to withhold this information from the public copy of your application.

Broadcasting engineering:**Engineering notes**

We require preliminary radio frequency (r.f.) engineering information and applicants are advised that this section is not intended to be exhaustive. We are asking for the basic engineering parameters necessary to determine the extent of frequency availability in an applicant's chosen area (after taking account of the requirements of neighbouring broadcasters); and to determine whether the proposed service area can be adequately served from this site. As a result, applicants should note the importance of identifying a transmission site that is suitable for the area they wish to serve.

While Ofcom would not wish applicants to go to unnecessary expense (we do not guarantee the availability of a suitable frequency and/or our ability to allocate it for broadcasting from the chosen transmission site), we do require precise details about the transmission site chosen. The questions following relate to this.

Applicants should provide evidence of negotiations or agreement with the site owner (e.g. whether a provisional agreement is in place). Any licence award will be based on the coverage area from the site identified in the application. If a licence is offered, Ofcom may not be able to agree to a change from the site put forward in this application (and any request for a change will need to be justified).

Applicants should read and be aware of the relevant part of the Ofcom Site Engineering Code which may be found at: http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng_code/

25. Engineering information

Waveband:	This application is for an FM licence	Yes
	Do you understand the requirements for FM (VHF) and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes
Transmission site address:	What is the postal address and post code:	Trinity Centre, 6 Bimport, Shaftesbury SP7 8BW
	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey.	ST861229
	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	218m

National Grid Reference (NGR):	In metres, what is the total height of the mast / building Above Ground level (AGL)?	25m
About the site's dimensions:	What is the height, in metres, of the transmitting antenna AGL?	25m
	Please supply photographs of the transmitter mast / building and aerial location.	<input checked="" type="checkbox"/> Tick if enclosed
	Is this site already used for broadcasting and if so by whom?	Wessex Internet Wifi
About the transmission site:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
Transmission site availability:	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	No
	Applicant group owns site?	No
	Other – please specify.	
	Applicant group owns site?	No
(Note: we cannot consider an application if no site has been identified.)		

How to contact you:

26. Public contact details		Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.		<i>Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
Name:	Keri Jones	
Email:	hello@ThisisAlfred.com	
Website:	ThisisAlfred.com	

PLEASE ENSURE YOU ADVISE OFCOM OF ANY CHANGES TO YOUR CONTACT DETAILS

27. Contact details for Ofcom		Guidance Notes
Provide the name of the person who will be Ofcom's primary contact and their contact details:		<i>Ofcom will need to contact your group in relation to this application.</i>

PLEASE ENSURE YOU ADVISE OFCOM OF ANY CHANGES TO YOUR CONTACT DETAILS

Concluding declaration:

28. Declaration
APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

<p>1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)</p>		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	No	No
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	No	No
c) Bodies whose objects are wholly or mainly of a religious nature	No	No
d) An individual who is an officer of a body falling within (c) above	No	No
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above)	No	No
f) An advertising agency or an associate of an advertising agency	No	No
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	No	No
<p>Other interests</p> <p>2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)</p>		
<p>Other matters</p> <p>3. In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether:</p> <p>(i) the applicant;</p> <p>(ii) any director of the applicant;</p> <p>(iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;</p> <p>may not be considered a 'fit and proper person' to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.</p>		
<p>Do you confirm, to the best of your knowledge and belief, that:</p> <p>4. 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);</p> <p>5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;</p>		

6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;
7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and
8. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made 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.

Please tick this box to confirm that the applicant agrees with the above statements.

Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below:

- Memorandum & Articles of Association
- Certificate of Incorporation
- Application Payment (UK £ 600.00) non-returnable
- Photographs of the transmitter mast / building and aerial location.

I hereby apply to Ofcom for the grant of a community radio licence and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct.

Keri Jones _____ *(Name of person)*

Chairman _____ *(Title or position in the applicant group)*

22nd March 2019 _____ *(Date)*