1 Station Name	Guidance Notes
What is the proposed station name?	*This is the name you expect to use to identify the station on air.*
Rainbow Radio	

2. Community to be served	Guidance Notes
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.) **Answer in fewer than 300 words:**	*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.* *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.*

Rainbow Radio will cater for the needs and interests of the African migrant communities now living and working in south London.

Ethnic London

London is renowned as one of the world's most ethnically diverse cities. In the 2011 UK census Black African communities accounted for 7% of the capital's total population - some 580,223 adults.

The black population of London is concentrated in areas to the south of the city. The four boroughs with the highest black population overall are all south of the river and Greenwich also featuring inside the top 10.

Ethnicity – The Rainbow Radio Area

The chart below shows that the Black communities in the proposed Rainbow Radio broadcast area significantly out-index those across England and the whole of London.

The total adult Black African population in the proposed Rainbow Radio area is estimated to be in the region of 165,000. However, extrapolating recent growth figures this number is likely to increase dramatically over time:

Socio-Economic Overview

- There are pockets of prosperity, but these are eclipsed by areas suffering high levels of deprivation.
- Around 2 in 5 Black African people across the area (40%) live in overcrowded housing.
- Lewisham does poorly on education indicators with 44% of 19-year olds having no qualifications, the third highest of any London borough.
- Nearly 12% of the Lewisham working-age population are in receipt of out-of-work benefit, the 4th highest in London.
- Unemployment (8.7%) and out of work benefit claims (11.1%) were both higher in Southwark than the average for London in 2014.
- Greenwich has the 5th highest unemployment rate of any London borough at 8.1%.
- 48% of 19-year olds in Greenwich have no qualifications, the highest rate in London.
- Greenwich generally does poorly on health-related indicators.

Source: ONS (UK Census 2011)

Source: London's Poverty Profile – Trust for London

3. Proposed area	Guidance Notes
What is the area you propose to serve?	*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 possible. https://www.ofcom.org.uk/__data/assets/pdf_file/0020/101459/community-radio-future-licensing-technical-policy-statement.pdf
Rainbow Radio will serve the London boroughs of Southwark, Lambeth, Lewisham, west Greenwich in south east London and Croydon.	

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
Please fill-in all three questions below Question A asks you to describe your programme service. Question B relates to how your output will serve the tastes and interests of your target community. Question C is about how your service will broaden the range of local (non-BBC) services available in your area. 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.	*The law requires applicants to state their proposals for providing a service that would:* *(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);* *(ii) broaden the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities;* *(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and* *(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.* *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.* *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).

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.

4. Programming output

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):

- 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?

Rainbow Radio has a proud heritage dating back to June 2003 when the station was established as an online service for the UK's Black African communities. Over the years it has built up a strong following especially amongst London's huge African population of more than half a million adults. Since submission of the previous community radio licence application Rainbow Radio has broadcast on the small-scale DAB multiplex for London under a DSP licence issued by Ofcom. The station has a loyal, appreciative audience and the intention is to simulcast this service on FM.

Prior to formulating the programming strategy for Rainbow Radio, the Founders engaged with existing listeners and social media followers via online and ad hoc research with a view to establishing the specific needs and interests of the Black African communities in the proposed broadcast area.

> *"The station will provide a wide range of music and discussions addressing issues affecting Black British Africans. This will be a unique service for constituents in my vibrant community".*
>
> **Neil Coyle,** Member of Parliament for Bermondsey & Old Southwark

1. **Programming Overview**

   a. Rainbow Radio is entirely unique because no other station caters for London's Black Africans. All elements of output are geared towards the Black African communities, giving the station a distinctive feel, which quite different from the output of any other station.
   b. The station is lively, upbeat, inspirational, enlightening and entertaining with a pronounced spiritual 'flavour' unambiguously designed for a broad-based audience of Black Africans. It is music-led but speech forms an important and integral part of output.
   c. The overall ratio of music to speech is around 50/50 but this varies by daypart. For example, speech is more prevalent during weekday Breakfast and afternoon Drivetime programming than during the middle of the day and in the evening.

2. **Music Output**

   a. In deciding which genres to research with target listeners, the popular styles in Ghana, Nigeria and other neighbouring west African nations were examined.
   b. Mindful of the station's proposed broad-based demographic target, contemporary styles were included in the research alongside more traditional genres. Just as the first phase of UK ILR stations built their audiences

by offering a wide mix of current and classic hits, Rainbow Radio has adopted a similar strategy as the first station for Black African Londoners.

c. Music is carefully scheduled to ensure that the range of music played reflects the tastes and interests expressed in the research.

d. The station has recruited presenters who are passionate about music and acknowledged as experts in the various genres.

3. **Speech Output**

a. Having operated a successful radio service targeting Britain's Black Africans on other platforms over a number of years the Rainbow team felt well qualified to design a speech agenda for a more geographically-focused station. However, for reassurance, various elements and approaches were tested in online and ad hoc research to help shape the format.

b. As a community station Rainbow sees huge potential in engaging with the audience via speech programming and providing meaningful and useful features designed to improve life and tackle issues affecting Black African Londoners. Interactivity is of paramount importance and on-air content is supported by the station's social media channels.

c. The Black African communities are very close, and station staff know many of the key personalities and thought leaders. Working with these individuals provides surety that the radio station is becoming a valued platform for opinion, debate and advice as well as inspiration, entertainment and humour.

d. The mix of languages used on the air broadly mirrors that of the Black African communities across the broadcast area. English is the universal language across most African groups and, as such, it is predominant, accounting for around 60% of spoken output. The other languages appearing are Yoruba and Igbo, commonly spoken in regions of Nigeria (approximately 15% of spoken output); Akan and Ga from Ghana (approximately 15%); other minority languages (10%).

e. All peak time output is live and locally produced.

4. **Draft Programme Schedule**

    Weekdays

TIME	SHOW	CONTENT	SPEECH / MUSIC %	TARGET
12midnight	Vigil for Christ	A message of empowerment	80/20	40+
5am	Early Bird	Christian songs + the word of God	50/50	40+
7am	The Frontline	Chart tunes, news, newspaper reviews, sport and interviews	60/40	25+
11am	Time Out	Lively conversation and interaction with our team of experts from the community	70/30	25+
2pm	Rainbow Newscene	All the latest news from south London, the UK and Africa	100% Speech	35+
3pm	Highlife Paradise	A fast-moving blend of chart busting Ghanaian Highlife tunes	30/70	25+
5pm	Away Bus	A wide mix of music, sport, interviews and competitions	40/60	25+
9pm	Hour of Encouragement	A message with a mission. Powerful words from the Man of God	90/10	40+
10pm	The Word	Your evening prayers	100% Speech	40+

    Friday Only

TIME	SHOW	CONTENT	SPEECH / MUSIC %	TARGET
12midnight – 8:30pm	Programmes as per Monday - Thursday			
8:30pm	Funky Friday	Dance music from hip-life to hip hop, juju, kwaito, zouk, soul and R&B	5/95	40+
10pm	Wo Haw Ne Sen	A chance to share life's experiences; relationships, work, family and fun	100% Speech	40+

    Saturday

TIME	SHOW	CONTENT	SPEECH / MUSIC %	TARGET
12midnight	Vigil for Christ	A message of empowerment	80/20	40+
5am	Early Bird	Christian songs + the word of God	50/50	40+
8am	The Weekend Drive	A varied range of music, sports news, interviews and general chat	50/50	40+
10am	Total Access	Show your love through music. Our Saturday request show	20/80	25+
1pm	Afrocentric	Hand-picked Afrobeat and Highlife hits mixed down by Africa's top DJ	10/90	25+
4pm	Entertainment West Africa	Our weekly 'flagship' show focusing on West Africa's entertainment industry	25/75	25+
6pm	Let's Dance!	The nightclub comes to your radio. The best in hip-life, hip pop, juju and R&B	5/95	25+
10pm	The Word	A message from God delivered through his anointed servant	100% speech	40+

Sunday

TIME	SHOW	CONTENT	SPEECH / MUSIC %	TARGET
12midnight	Vigil for Christ	A message of empowerment	80/20	40+
5am	Early Bird	Christian songs + the word of God	50/50	40+
7am	Devotion	Christian songs and sermons plus your prayers and special messages	50/50	40+
9am	Morning Inspirations	A special Sunday message from God delivered through his anointed servant	20/80	40+
10am	Hallelujah Praises	Non-stop Christian songs in a mix with testimonies and your requests	10/90	40+
1pm	Coast to Coast	Focusing on traditional music from the regions of West Africa	25/75	40+
4pm	Party Zone	The best in contemporary dance music and floor-fillers non stop	5/95	25+
7pm	Rainbow Sports	Up-to-date sports news, transfer gossip and all the goal action	100% speech	25+
8pm	Rainbow News	A weekend round-up from the Rainbow Newsroom	100% speech	25+
8:30pm	Message from God	Hand-picked Christian music and messages to grace the evening	25/75	40+
11pm	Intercessory Prayer	Call the 'prayer warriors' on 020 8133 4646	100% speech	40+

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

15 Beacon Gate, London SE14 5UB

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?

Rainbow Radio has been broadcasting online continuously since 2003. From 2004 Rainbow's programmes were carried across London on DAB and nationwide via the Sky digital platform as part of Spectrum Radio's multi-cultural mix. Between 2006 and 2017 Rainbow Radio also had its own dedicated channel on Sky. Over the years the station has developed a close relationship with its audience and the format has been honed and modified in line with the feedback received. Since 2017 Rainbow Radio has been broadcasting on the London small-scale DAB multiplex.

In 2016 Rainbow Radio applied for a community radio licence to serve the London boroughs of Southwark, Lambeth, Lewisham, west Greenwich and part of Wandsworth. That application included the results of an extensive research study which was carried out online during August and September 2016. A range of musical preferences and speech content types were tested as a means of establishing their relative appeal to target listeners. An adapted version of the questionnaire went online during January 2019 to provide more contemporary data to support this application. There were no material variations in the findings of the two research projects.

Religious faith and spirituality figure prominently in the lives of an overwhelming majority of Black African adults. Accordingly, the Rainbow programme schedule exploits radio's strength as a powerful, intimate and interactive medium with programmes during the evening offering support and pastoral care. Christian and Gospel music was the highest-scoring genre in the research and uplifting songs will be the station's defining characteristic.

The general music mix includes more contemporary styles like Afrobeat, Nina and Hip Life as well as Soul, R&B and 'Old Skool' classics. People were ambivalent towards UK and western pop hits and the positive scores were far lower than most of the indigenous African genres. Accordingly, commercial western music is excluded during daytime to eliminate any duplication with existing stations. Lower-rotation categories include traditional African Folk and easier-listening Palm Wine music.

The level of importance placed on the non-musical elements of station output was encouraging. Unsurprisingly there is strong demand for news and information. News from Africa is Rainbow's unique offering and, accordingly, the station's news programmes and bulletins always contain the main stories of the day from Nigeria, Ghana and the neighbouring nations of West Africa.

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:

London is acknowledged as one of the world's most sophisticated and diverse radio landscapes. It is the bedrock for the UK's big national brands – Capital, Heart, Smooth, Radio X, Kiss, LBC and Magic. It is also home to dozens of community stations and scores of DAB services, many of them targeting clearly-defined niche markets.

Rainbow Radio extends and enriches listener choice by providing a unique and distinctive alternative for the Black African communities in Southwark, Lambeth, Lewisham, west Greenwich and Croydon. None of the existing commercial radio stations available in this area plays African music, nor do they offer any substantive content of interest and/or appeal to London's Africans. Rainbow Radio addresses this imbalance by delivering a wide selection of music of West African origin along with African news, spiritual reflection, topical discussions and lifestyle advice for our Black African audience.

Whilst there is no radio station directly targeting London's Black African communities there is empirical evidence of 'Generation Z' Black Africans listening to Kiss 100, Capital Xtra, Reprezent and Rinse FM as well as the assorted unlicensed stations that continue to broadcast illegally. The primary driver for listening amongst young people is music. Capital Xtra and Kiss are tightly-formatted around contemporary dance and urban repertoire to maximise their appeal in the under 25 demographic. Rainbow Radio does not compete for these listeners. The majority of output is aimed at a 40 plus audience and there are no plans to target under 25. This eliminates any risk of duplication with other commercial stations.

There are many parallels between the Rainbow format and those of the former community licence-holder 'Voice of Africa Radio'. However, that station encountered difficulties and failed to maintain a service. As a consequence, it had its licence revoked in March 2016. Rainbow Radio's strength lies in a solid financial plan which is underpinned by an in-depth understanding of the cultures in the core audience the station intends to serve. The vision is to make Rainbow Radio totally relevant to the Black African communities and to remain engaging and professional at all times in output and objectives. This can - and will - be achieved without compromising production values or financial sustainability.

"The media ethics and professionalism displayed by the station has been useful in all aspects of our charitable courses, especially the Ghanaian and indeed, for the entire African Community. We have over the years cherished our partnership with the station and would want to further enhance such. The Ghana union is therefore happy to support Rainbow Radio's bid to acquire an FM license to serve the African diaspora community in London".

Emmanuel Kwesi Quayson, Chairman, Ghana Union

Social gain

5. Social gain	Guidance Notes
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. Please tell us what community benefits your service will bring to your target community(ies) and/or the general	*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.* *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*

public. Please include summaries of evidence to support your answer. **Answer in fewer than 1,500 words:**	*community, or in respect of other members of the public, of the following objectives –* *(a) the provision of a radio service to individuals who are otherwise underserved by such services,* *(b) the facilitation of discussion and the expression of opinion,* *(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* *(d) the better understanding of the particular community and the strengthening of links within it.* *Social gain may also include the achievement of other objectives of a social nature.[1]* *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.* *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.*

Social gain delivery is at the heart of Rainbow Radio's ethos.

Rainbow Radio aims to provide a full-time community radio station bringing together members of south London's Black African communities, creating greater knowledge, understanding and awareness of both diversity and similarity within our community. This will be achieved in two ways:

- Rainbow Radio will provide relevant, appropriate programming that caters uniquely for the defined communities, and unifies those communities by encouraging programming that cuts across the cultures, ethnicities and beliefs.

- Rainbow Radio will become a lively community hub, providing meaningful opportunities for members of those communities to collaborate at the radio station, working together, taking part in community radio broadcasting, training and volunteering.

We will address the key social gain requirements of the community radio legislation as follows:

Broadcasting
We will provide a distinctive radio service that meets the needs of our target audience. Currently, London's Black Africans are not directly served by radio. As a community station, working closely with our audience, we will widen listener choice in Lambeth, Lewisham, Southwark, west Greenwich and Croydon by addressing the distinct needs of the community and reflecting all the local issues. We will broadcast in a range of languages, giving cultural expression to those communities.

A 'Voice' for Black Africans:
Within our targeted communities, we understand the importance of ensuring that all voices are given access to the broadcasting platform. When reaching out to the communities, we will do so from within that community through studio guests, phone ins, listener interaction via email and social media etc. where voices from the community will be encouraged to speak up on a range of issues. We will also encourage and make room in our schedule for discussion and dialogue across the communities, getting opinion from a variety of voices across those communities. Rainbow Radio will become a trusted and safe forum – where people can listen to each other's viewpoints. We strongly believe that Rainbow Radio can play a vital role in facilitating discussion and opinion in the Black African communities. Encouraging the voices of people to be heard will be a central theme across our programming as will inter-generational debate and discussion. We will provide a 'safe space' for sensitive cultural issues to be discussed, allowing that dialogue and discussion to take place. There is often reluctance for issues such as domestic violence, drugs and gang culture to be discussed openly within a public forum – Rainbow Radio will not shy away from sensitive issues.

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

Education and training:
Building on the community links that we have cultivated via the Sky platform, we realise the importance of providing informal and accessible community based training and educational opportunities for community members. This will be central to the aims of the radio station and will be a major part of the community benefit that we can offer to community members.

Radio skills training for volunteers:
Rainbow Radio will offer structured radio skills training to new volunteers to provide them with the basic radio skills they need. Training will be offered throughout the year, with a minimum of 4 courses each year, with approximately 5 people on each course. We will particularly target women and younger people as well as the growing numbers of older people in our communities.

Community Cohesion:
One of the main aims of Rainbow Radio is to facilitate a greater level of informed discussion amongst the Black African communities with the objective of increasing awareness of each other and leading to greater cohesion. We will do this through on air features that will actively bring people from the diverse cultural, ethnic and religious communities together for on air discussion. This opportunity to use community radio to express opinion is central to our ethos; using radio to discuss local issues, exploring both the difference and similarity between communities and leading to greater strength and unity amongst those communities. Breaking down religious and cultural barriers and observing an inter-faith perspective will underpin the direction of activity and programming on Rainbow Radio.

> *"Rainbow Radio plays a vital role in providing content and news to the African community in my constituency. I wholeheartedly support Rainbow Radio's application for an FM license which will enable them to reach many more residents, including many residents who aren't able to listen to the radio online".*
>
> **Helen Hayes**, Member of Parliament for Dulwich and West Norwood

Other social gain and community benefit:
There is a wide range of other community benefits that Rainbow Radio will contribute to, both as a broadcaster and as a community hub. These will include:

- **Accessible information:**
  Rainbow Radio will make information readily accessible to our target communities with support material appearing on our website. This information will cover health issues, training and educational opportunities, job vacancies etc. - in fact all areas where people need information in order to fully participate in community life. We will work with a wide range of public and voluntary sector organisations – The Borough Councils, NHS, social housing, educational establishments, community projects, etc. to ensure that they use Rainbow Radio fully to reach their target groups.
- **Active citizenship:**
  Rainbow Radio will publicise and promote opportunities for community members to engage in public life, helping people to understand decision making processes and therefore better able to participate in the democratic processes.
- **Volunteering:**
  Rainbow Radio will promote volunteering as a key way for people to move towards employability or further training and education, developing a range of life skills - and aspirations - through their involvement with the station.
- **Rainbow's 'Pot of Gold' Appeal**
  A prime objective is to set up a station-led charity fund – Rainbow's 'Pot of Gold' – which will become a catalyst for local philanthropic activity. The charity fund is an obvious and highly valued means of extending Rainbow Radio's endeavours into the community. The idea is very straightforward – and entirely in keeping with the objectives for Community Radio as set out in the Community Radio Order 2004:

  - We will promote the 'Pot of Gold' on air explaining how listeners can contribute to – and/or benefit from – the fund;
  - The station will produce handout material containing tips, ideas and tools to help with fundraising activity making these available on demand free of charge and as a website download;
  - We will constantly encourage listeners to stage fundraising events such as car boot sales, bring and buys, sponsored walks/runs/silences, etc. in support of the 'Pot of Gold' and we will get fully behind all of these by way of promotion and publicity over the air, via our social media channels and on our website;
  - We will also arrange a major station-led charity event each year enlisting listeners to get involved for the good of the community;

- We will set up a 'Pot of Gold' charity account and Trustees will meet on a quarterly basis to sift through applications from individuals and organisations seeking financial support. Qualifying criteria will be agreed and publicised at the outset.
  In summary, Rainbow's 'Pot of Gold' will not only deliver essential financial support to needy causes within the Black African communities, it will also provide a constant layer of community-orientated on-air content. The social gain potential over time of this unique initiative is incalculable.

Summary:

Rainbow Radio aims to address the needs of London's Black African communities and become the focal point for grass roots activity and interaction. We have identified countless individuals who have so much to offer the community but do not have a platform from which to influence society in a more positive and inspirational sense. Rainbow Radio will become that platform enabling them to deliver the much needed and anticipated social gain that can come from giving voice to our community.

> *"I hereby pledge my support for Rainbow Radio's bid to acquire a Community FM license to operate in South London for the West African Community. I find their contribution immensely helpful and charitable for the West African community in London and, therefore, lend them my unflinching support".*
>
> **Archbishop Kwaku Frimpong-Manson (BEM)**, Director General: Reconciliation International

Access and participation:

6. Participation in the service	Guidance Notes
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? **Answer in fewer than 400 words:**	*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.* *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?*

The principles of participation, openness and honesty are enshrined within Rainbow Radio's mission statement. We encourage beneficiary participation and consultation through general membership and via the links and partnerships with local groups, societies and business organisations.

We promote and encourage the discussion of issues affecting the Black African communities and believe the radio station will rapidly become a valued media resource. Our 'open-door' policy will enable that discussion process via studio guests, phone-ins, email, text and our social media channels.

Each day during 'Time Out' key members of the community are on hand to engage in debate and discussion including, where appropriate, dealing with questions submitted by listeners. As well as topical and ad hoc features, we operate a schedule of advice slots with regular studio guests each specialising in a different topic. These features run in the middle of the day as hallmark characteristics of the station on weekdays. Topics and guests will be continually reviewed, but regular issues currently include:

- Dealing with offending, anti-social behaviour and underachievement in the community
- Education and Literacy
- Family values, Parenting, Child Support
- Housing and Benefits advice
- Care for the Elderly
- African Women's Issues
- Health, Leisure and wellbeing
- African Heritage, Arts and Cultural Values
- Legal Matters
- Travel and Leisure
- Style and fashion
- Relationships

- Careers
- Business and Enterprise
- 'Rainbow Inspiration' - extended interviews with successful African people; e.g. community leaders, politicians, celebrities, and young community activists

We are proactive in reaching out to these guests and contributors providing unprecedented levels of access and participation to local media.

We have invested in broadband and 4G technology enabling us to broadcast live or 'virtually live' from around the boroughs. This further extends the station's range of access and participation opportunities whilst enhancing listener-appeal by bringing added 'texture' to the output. It also allows our volunteer trainees to gain valuable hands on experience of recording, editing and producing features.

"Rainbow Radio's inspirational religious programmes and other charitable initiatives have earned them an esteemed standing in the community. I am convinced that when they are given an FM licence to broadcast to the West African community they will not disappoint".

The Ven. Preb. Tunde Roberts, Vicar, St Olave's Vicarage, Woodberry Down

7. Access to facilities and training	Guidance Notes
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. **Answer in fewer than 400 words:**	*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.*

Rainbow Radio offers an open and inclusive membership scheme to accommodate our target audience helping improve the quality and range of affordable, accessible options available to the Black African communities of Southwark, Lambeth, Lewisham, west Greenwich and Croydon. We welcome people of all ages, origins and abilities with special provision for senior learners, young people and those for whom English is not a first language.

We source advice from the community and social groups on how best to improve accessibility over time. Our training programmes range from short taster session to accredited training projects; participants will gain access to a variety of skills including radio production, presentation techniques and technical insight. Facilities at our premises that are available to members include broadcast standard studios, specialist editing software and high-speed internet. Childcare provisions are made available upon request in advance.

We already carry out formal training for potential on-air and support roles at our DAB station. A quota of up to 8 trainees/volunteers per month receive an induction on basic radio skills including simple editing, essential law, Ofcom compliance and the Fundamental Rules for good broadcasting. They also receive training on and supervised access to portable recording equipment and elementary production resources. Our partners in media training have included Middlesex University, Brighton University, Luton University and Coventry University.

All training is reviewed on a regular basis to ensure that the original objectives and quality standards are being met. This process is also used to make improvements to the training. We provide members of the Black African communities a forum to showcase their talents via special on-air features. Guests include singers, instrumentalists, orators, music producers, poets, writers and local bands.

"Rainbow Radio has been of immense help to many in the Black and Afro-Caribbean community in terms of entertainment, information and education. In addition, it has brought the community together as the medium for useful information. We are pleased to support Rainbow Radio's application for a community radio station".

Bennard Owusu, BWF Solicitors, Tottenham High Road, London

Ensuring accountability:

8. Accountability	Guidance Notes
Please set out your proposed community accountability mechanisms. These should cover matters such as: How will members of your target community: • make contact with your service, and • influence the operation of the service? How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon? **Answer in fewer than 500 words:**	*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.* *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).*

Rainbow Radio ensures that the entire operation is accountable to the communities it is licenced to serve by constantly reviewing and modifying the service based on information received via an extensive range of feedback channels:

- A Local Advisory Panel
- Online and on-street Listener Surveys
- Media Forums
- Evaluation Forms (Completed by users of the service)
- Monitoring/discussion with user service providers/ volunteers/ users of our mission statement
- Comments fed-in via our website and social media channels

The Trustees will recruit an independent 'Advisory Panel' to monitor the station and provide feedback on a regular basis. The panel will comprise a representative cross section of the Black African communities with members from across our broadcast area. Station management will meet with the Panel members quarterly and the action points of each meeting will be circulated to Trustees.

We encourage comment and feedback from individual listeners, community groups and organisations by 'phone, email, SMS, social media channels and the station's website, where a 'Listener Feedback' section will be clearly signposted. We proactively engage with local community groups to form media partnerships allowing the station to add value to their work. We aim to nurture a range of mutual agreements working together for the benefit of London's Black African communities.

We hold an annual Public Meeting during which our Board of Trustees invite the station's management team to deliver an update on issues, achievements and future plans. At least once per quarter we organise Media Forum events at venues across the broadcast area. Attended by station management, these enable members of the public to ask questions and make suggestions. Any member of the target community may attend the Public Meeting and Media Forums.

All participants in the service are encouraged to complete a short survey contained in an Evaluation Form, copies of which are made available from our reception area and distributed at outside events. The form is also available as a download from our station website.

We have implemented and enforce a thorough complaints and grievance policy. This covers equality and fairness, editorial policy of the radio station, privacy and programme standards. We use our radio broadcasts, station web site and social media channels to advertise the many opportunities available for volunteers at Rainbow Radio, including the various training programmes that are available.

> *"I offer my firm support for Rainbow Radio's application for an FM license to serve South London's West African community. I can attest to the immense help they provide to the above community and more, through their output and programs".*
>
> **Dr. H. K. Agyekum,** Trinity Dental Practice

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: *[As in section 1 of this application]*	Rainbow Radio
Licence area: *[State the proposed coverage area as set out in section 3 of this form.]*	Rainbow Radio will serve the London boroughs of Southwark, Lambeth, Lewisham, west Greenwich in south east London and parts of Croydon.

Description of character of service *[Describe in no more than 80 words in total]:*
the target community/communities *[describe the community or communities you will serve; this should be a summary of your answer in section 2 of this form]:*

- the main purpose of the service
- the station's primary functions or activities.

Rainbow Radio will cater for the needs and interests of the African migrant communities principally from Ghana and Nigeria now living and working in south London. The station will be entirely unique because no other broadcaster caters specifically for these communities. Rainbow Radio will provide a platform for the increasing numbers of Africans living in south London to celebrate their common cultural and social values as well as uniting the wider community and improving social cohesion between Africans and Non-Africans.

The service broadcasts: *[these bullet points should be a summary of the answers you have given in section 4 of this form]:*

- Music. The main types of music[2] broadcast over the course of each week are: *[insert types of music in a maximum of 30 words]*

Uplifting Christian, gospel and soulful music will underpin a wider mix of more contemporary styles like Afrobeat, Nina and Hip Life as well as Soul, R&B and 'Old Skool' classics.

- Speech. The main types of speech output[3] broadcast over the course of each week are: *[describe the speech output in a maximum of 30 words]*

Speech will include meaningful elements designed to address issues affecting Black Africans. Rainbow Radio aims to become a valued platform for opinion, debate and advice plus inspiration and entertainment.

- Over the course of each week programming is broadcast in *[list all language(s) other than English, if relevant]*

The mix of languages used on the air will broadly mirror that of the Black African communities across the broadcast area. English will be predominant, accounting for around 60% of spoken output. Other languages appearing will be, Akan, Igbo, Yoruba and Ga.

- The service provides original output[4] for a minimum o*f [insert number]* hours per day. *[What are the minimum hours per day that the service will broadcast original output?]*

The service provides original output for a minimum of 13 hours per day

- The service provides locally-produced output[5] for a minimum o*f [insert number]* hours per day. *[What are the*

---

[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.

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

minimum hours per day that the service will broadcast locally-produced output?]	
The service provides locally-produced output for 24 hours per day. Between midnight and 5am output will be 'voice-tracked'.	
[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]	

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,

- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and

- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[Please note: If awarded a licence, the key commitments you draft here will be included in your licence. (However, Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals).]

About your organisation:

9. Company details	**Guidance Notes**
The legislation requires that: - 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	
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)	*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).* *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.* *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.*
Company (or other body corporate) name:	Rainbow Broadcasting Limited
Date of registration:	20th March 2019
Company registration number:	11893171
Type of company (or other body corporate):	Company limited by guarantee

Where your body is not a company, please explain how it meets the requirement to be a body corporate:	N/A

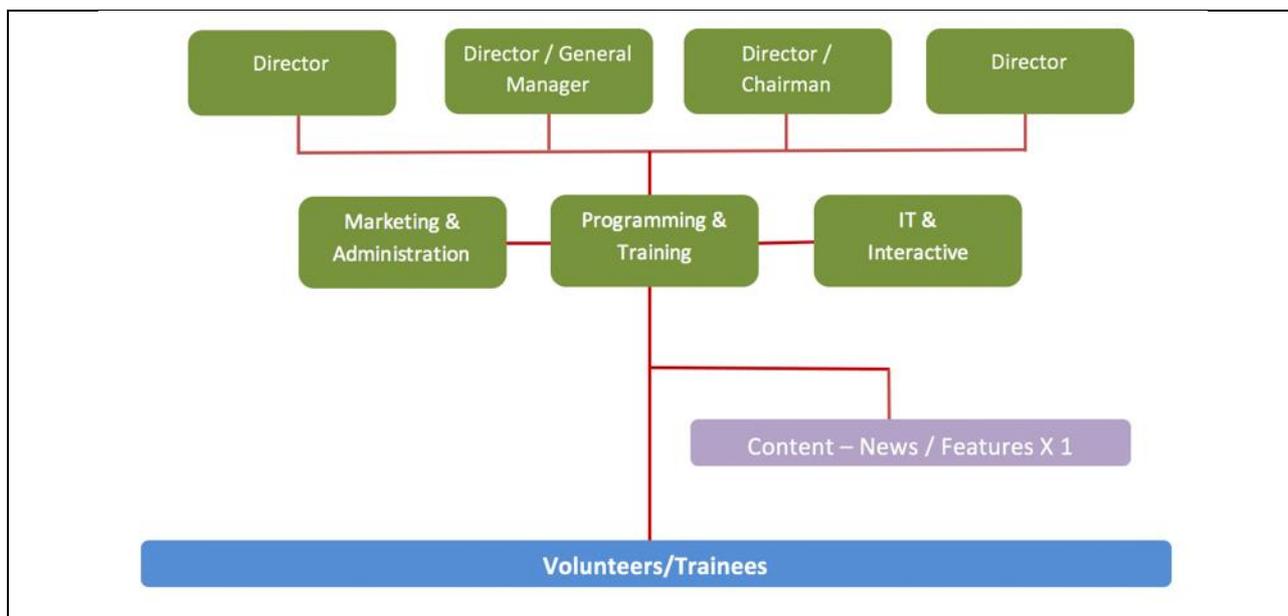| 10. Ownership	Guidance Notes
Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.) The information provided must include: • 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.	*Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any 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).* *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.*
At present there are two directors (see sections 11 & 12). These may exercise any of the powers which are conferred upon them under the Articles. Once the licence is awarded all trainees and volunteers will be entitled to become members of Rainbow Radio Limited, subject to eligibility and agreement to the 'Code of Membership'. Membership will also be open to anyone resident within our broadcast area. The members elect the Directors at the Annual General Meeting.	

Ability to maintain the service:

11. Management and operations	Guidance Notes
With regard to the applicant please provide: • 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).	*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.*
Directors The founding directors of Rainbow Broadcasting Limited are: • Dr. Mac Amoah • Nathaniel Arthur On award of the broadcasting licence the directors will convene a meeting of the membership to vote additional directors to the board, who will then elect their own chair.	

Day-to-day Management

The day-to-day responsibility for running the station rests with the General Manager:

- **General Manager:** Dr. Mac Amoah
  Full time, paid (40 hours per week).
  The General Manager leads the board and is responsible for all human resources as well as financial and operational aspects of the day-to-day functioning of the station - in order to ensure that the station remains engaging, sustainable, diverse and accessible.

- **Marketing & Administration**: Nathaniel Arthur

- **Programming & Training:** Agartha Djan

- **IT & Interactive:** Victor Oshodi

- **News Producer:** TBA

12. Management and operations	Guidance Notes
Please provide information regarding each director as set out below (some or all of which may be regarded as confidential). In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.	*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).*

| 13. Staffing structure	Guidance Notes
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.	*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.*
Rainbow Radio Staffing Structure	

14. Applicant's experience	Guidance Notes
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.	*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.*

A. Please provide a brief history of your group.

Rainbow Radio was the brainchild of Dr. Mac Amoah who identified a gap in the market for a radio station catering for the needs and interests of the UK's Ghanaian and West African communities. The station was launched online in 2003 and quickly became established as a unique source of news, information and music for the growing Ghanaian and West African immigrant population.

The Rainbow Radio brand was licensed to Afro Multi-Media in January 2015 and broadcast on the Sky digital platform until 2017.

In 2016 Rainbow Radio's Founder, Dr. Amoah, established a new company, Rainbow Radio Limited, with the express ambition of launching as a community enterprise to provide West African migrants in London boroughs south of the Thames with a more focused and directly relevant service.

Since April 2017 Rainbow Radio has been broadcasting on the London small-scale Trial DAB multiplex.

B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)).

Each member of the senior team at Rainbow Radio has many years experience in running the Rainbow format on DAB and the Sky platform and, since April 2017 on the small scale DAB trial in London. Their expertise embraces operations, content and marketing

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).

Rainbow Radio has a history of working successfully with many key stakeholder groups across London. There is also tremendous access to expertise in the area of information technology, website development and social media and a wealth of project management experience, resources management and commercial sales experience amongst our senior team.

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

The key individuals have, as detailed in section 10, extensive experience in broadcasting.

Evidence of demand:

15. Demand and/or support	Guidance Notes
Please provide a summary of evidence of demand and/or support for your proposed service. This may include a variety of information, for example: • 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 sectors; • evidence of support from your proposed target community.	*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.* *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.* *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, we will ask for it.*

"South East London's African communities are under-served by existing radio stations"
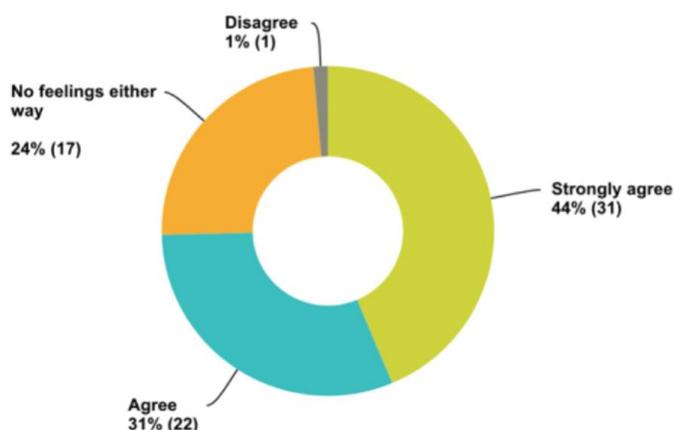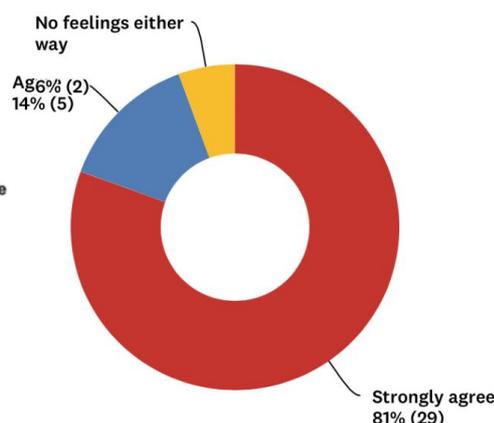
In the 2016 survey, when asked "Do you agree that South East London's African communities are under-served by existing radio stations 75% of respondents agreed or agreed "strongly". This figure increased to 95% in 2019 (on a smaller sample).

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.

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).

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).

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.

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.

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.

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.

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:

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:	Greystead Road, Forest Hill, London SE23 3SE
	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.	TQ 352 738
	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	81m
National Grid Reference (NGR):	In metres, what is the total height of the mast / building Above Ground level (AGL)?	34m
About the site's dimensions:	What is the height, in metres, of the transmitting antenna AGL?	5m
	Please supply photographs of the transmitter mast / building and aerial location.	✓ **Tick if enclosed**
	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	Yes; Community Radio station Reprezent FM (CR000224)
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.	N/A

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.	*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.*

Name:	Mac Amoah
Email:	drmac@rainbowradio.co.uk,
Website:	www.rainbowradio.co.uk

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

Concluding declaration:

28. Declaration

APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

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.)

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	None	None
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	None	None
c) Bodies whose objects are wholly or mainly of a religious nature	None	None
d) An individual who is an officer of a body falling within (c) above	None	None
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)	None	None

f)	An advertising agency or an associate of an advertising agency	None	None
g)	Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	EMI Media Limited	EMI Media Limited

Other interests

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)

None

Other matters

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:

   (i)   the applicant;

   (ii)   any director of the applicant;

   (iii)   any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;

   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.

None

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

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);

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;

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.

Mac Amoah	*(Name of person)*
Managing Director	*(Title or position in the applicant group)*
23rd March 2019	*(Date)*