



Community radio licence application form

Version 4

Red Kite Radio

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

| 2. Community to be served | Guidance Notes |
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| <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.</p> <p>(Please tell us the sources of the information you provide.)</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>Answer in fewer than 300 words:</p> <p>At the core of our community are two population centres: Haddenham and Thame. They are less than two miles apart and although divided by a county boundary, they share a cultural and social heritage which has long been overlooked.</p> <p>Haddenham, population 4502, is a growing Buckinghamshire village and only one of three Wychert villages in the country. This is evident by the large number of walls and buildings constructed in this traditional style, and as you walk along narrow streets, flanked by those walls, you're aware of the history. Continue just a quarter of a mile further and you'll witness the huge growth that has taken place in the past 40 years with modern housing developments and a large business park employing people from larger neighbour Thame and the surrounding area. The village is also home to three schools and three churches catering for the expanding population.</p> <p>Thame, population 11,561, is an Oxfordshire market town 9 miles from Oxford but less than a mile from the Buckinghamshire border. Its thriving independent High Street has recently won a "Greatest Place" award but this is under threat as the big brands start moving in- Tesco being the most notable to date, with plans for a superstore (area total pop:19,144)</p> <p>The Haddenham and Thame Parkway railway station and the Arriva 280 Sapphire bus service are both further proof of how many people board in one community and alight in the other for work, shopping and play. The 65+ population in both is higher in than the national average: Haddenham 22%, Thame 17% (the national average is 16.3%).</p> <p>Sports clubs and groups recruit volunteers from across the two and at the Haddenham Beer Festivals you're guaranteed to find a large number of Thame residents supping on a pint of ale.</p> <p><i>Data 2011 Census</i></p> | |

| 3. Proposed area | Guidance Notes |
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| What is the area you propose to serve? | <p><i>It is Ofcom policy that community radio stations usually serve an area of up to a 5 kilometre radius from the transmission site. See 'Coverage and planning policy for analogue radio broadcasting services'.</i></p> <p>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p> |
| <p>The village of Haddenham, the market town of Thame and the surrounding villages and hamlets within the 5km radius (including: Aston Sandford, Chearsley, Cuddington, Dinton, Ford, Imler, Kingsey, Longwick, Nether Winchendon, Owlswick, Towersey, Upton, Westlington.</p> | |

Programmes and programme output:

Definitions:

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

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(In some instances, and by prior written agreement from Ofcom, it may be acceptable for the primary studio to be located outside the licensed area.)

Locally-produced: 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: All output specifically produced for this service (but excluding repeats and automated material).

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 |
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| <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> |
| 4. Programming output | |
| <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:

An accessible radio station by and about Haddenham, Thame and the villages with voices from our community featuring heavily. Regular community news and information bulletins voiced directly by local people will be the cornerstone of our output.

Red Kite Radio is the culmination of three successful RSL broadcasts (Summerfest Radio). Each broadcast was based around the long running Haddenham Beer Festival. The beer festival, now one of the largest in the country, is rooted firmly in not just Haddenham life but beyond, drawing people from Thame and all the surrounding villages. Our broadcasts were designed to support and promote the huge fundraiser and more importantly reach out to the wider community. Red Kite Radio will build further on that success through a huge range of on-air features which will capture the voices, sounds and vibrancy of life here, representing the area as ONE community- breaking through the county boundary for the first time!

As a very small radio station with limited resource, we are realistic about staffing costs and the time constraints of volunteers, many of whom are only available in the evening and at weekends. We do not want our core output to suffer a lack of community voices and content because people are unavailable. With this in mind we have created a unique '**open access**' approach. Live interviews will be conducted primarily at our studios at the Haddenham Garden Centre BUT when people are unable to reach us in person we will use a unique piece of FREE software (SpeakEasy) which will be branded on air as the '**Red Kite Voice Box**'. This enables anyone in our community with a smartphone, tablet, PC or Mac to interact with us by recording content in their own time and in broadcast quality. The audio is automatically dispatched to our team who will package it for use on air. We will offer training sessions to encourage people from all walks of life, in particular older people, to embrace this technology.

Our proposed speech features:

(Live) We will feature daily guests on a huge range of subjects: a prominent village/town figure, one of our school heads, charity volunteers, a sports club manager, a local Reverend, a beer festival trustee, a disgruntled resident, a businessman...the list is endless! Our open door policy means all are welcome. Our twice daily guest slots during our RSLs proved a real hit with listeners and created a sense of ownership.

Community News Update: News from our community. During our RSLs we covered a huge range of subjects: parking issues near the railway station, distraction burglaries, car crime, the re-opening of Haddenham's butchers, charity shop opening in Thame, a flood at the health centre, a dog attack, the Haddenham village referendum, dangerous parking and more. We will continue to cover the breadth of subjects in our bulletins which will be broadcast regularly. Audio will be sourced from interviews, the *Voice Box* and a partnership with community website *Haddenham.net*

Other key speech features:

Weather

Travel

Hourly What's Ons (VB)

Schools News (VB)- the voices of students, teachers and heads.

Health News (VB) tips from one of our GPs

Charity News- updates from our many charitable groups (VB)

News from the Pews- from all our churches (VB)

Club News- local groups and clubs (VB)

Farming News – as a rural area, local farmers will record a weekly update on the issues of the week (VB)

Sports News – local clubs can record their results and report their news direct (VB)

Thought for the week – A moment of reflection for a Sunday morning (VB)

Crimestoppers one of our local bobbies with news, appeals and tips (VB)

Your Voice - Think of it as a 'comment board' but on the radio (VB)

***VB denotes content primarily gathered through the Red Kite Voice Box**

- Our Music to speech ratio is expected to be 75%/25% (music/speech) for 3 hours on weekdays within the peak hours of 0700-1200.
- All other hours until 1900 we propose an 80/20 ratio - this reflects our limited resource but intuitive use of content rich automation.
- All other times we will ensure an 85/15 music to speech ratio rising to 75/25 as volunteer resource permits

We see technology as key to running a small community radio station therefore the use of intuitive automation technology, which allows volunteer presenters to record links ahead of time, will ensure Red Kite Radio is viable in the long term. During automation hours all the speech features we've outlined above will feature heavily, ensuring a continual flow of community voices and information on-air around the clock.

- We will be live for 3 of the 5 hours every weekday morning between 7 and midday.
- Voicetracking will be utilised during daytime hours including the peak afternoon period 1600-1900, when resource permits this will be live (this programme will be kept up to date with travel and content remotely by a volunteer).
- Evenings will be predominantly live 2000-2200 -as and when volunteer presenters graduate our training academy.
- Weekends will be live for at least 6 hours each day.

MUSIC:

The music we will play will follow in the footsteps of our three successful RSL broadcasts. We believe there's a whole cross-section which is underserved by the current offering. Approximately 40% of music we play will be from 1960-1979. A further 40% of our music will be selected from the 1980s, 5% 1990s, 5% from the noughties. We will complement our classic tracks with 10% new and recurrent. The music will be a mix of popular genres.

Long term we have earmarked weekday evenings (8-10pm) for specialist programming as volunteer presenters graduate our training academy in the first 24 months on air. A huge selection of genres will be covered based on the interests and tastes of our volunteers.

All output will be English.

A majority of content will originate locally apart from IRN and on merit, we may use material from a third party.

Some interview material will be clipped into short segments and re-packaged for later use.

B: 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:

Red Kite Radio is at the heart of a community which is not entirely served by any one existing broadcaster. Life here is not defined by the simple boundary line of two counties (Bucks & Oxon), district councils or county councils. Haddenham and Thame have a close connection and a long affinity on which we will capitalise in all of our output. Proof of the link between the two is Haddenham and Thame Parkway railway station. It is a busy transport hub used by thousands of commuters daily. Haddenham and Thame are both employment centres: Residents from one travel daily to the other, which is why travel information will be a key component of our output- be it the A418, rail or the 280 bus! No other broadcaster is able to cover this area in such detail.

Unlike other broadcasters, which focus on Aylesbury and Oxford, we will promote life in Haddenham and Thame. We will ensure that our *what's on* slots and community updates promote life across the two, encouraging people to make the trip down the road for a club, charity event or show. This was evident in our RSLs when we interviewed people from Thame based clubs, groups and charities, who realised for the first time that they could reach out to people in not just Thame but also Haddenham and all the nearby villages.

We are confident that alongside the huge selection of speech based features, voiced by people in our community, our selection of music, with songs 'you don't hear very often', will provide a different listening experience. Our RSL trials proved hugely popular with many beer festival attendees who were there because they heard about the event on our RSL broadcasts. Many commented on the bigger variety of music and songs we played, a policy that will underpin Red Kite Radio.

We're also confident the introduction of specialist slots with a variety of genres, will broaden further our offering of musical choice. We have identified the 50+ age group and in particular the 60+ listeners as a section that is currently underserved by existing radio stations. That is why we plan to play a larger number of Gold tracks (60s and 70s) which will make up approximately 40% of our musical output.

C: 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:

Put simply: not one single radio station covers Haddenham and Thame. We are able to give the airtime and platform that no other broadcaster can because of their size or willingness. No other radio station is able to exclusively mention Haddenham and Thame every single hour with the voices of people who live, work and play in our communities. We will promote life in OUR area, bridging the county line and building further on the ties between Haddenham and Thame.

We will cover the subjects and mention happenings that many larger stations would dismiss as 'parochial' but at Red Kite Radio we consider to be the cornerstone of our output...we're talking content that features the voices of people we all know, people who live in our community.

Haddenham is in the MCA of Aylesbury based Mix 96. Mix 96 is a small radio station which has for many years provided a professional service but because it is primarily a music radio station it is unable to dedicate adequate time in its output to the people of Haddenham. Haddenham's population is a tiny fraction of the Mix 96 MCA which is dominated by Aylesbury with its population of nearly 60,000. With the best will in the world, Mix 96 could not offer enough airtime to Haddenham's key issues which would be of little interest to listeners elsewhere in Aylesbury and other parts of its broadcast area.

Nearby Thame, like Haddenham, is covered by one of the many Hearts which operates at a regional level nowadays. Heart Thames Valley covers Thame with a news agenda which also focusses on Reading, Basingstoke, Oxford and Andover...it's easy to understand why Thame rarely merits a mention on this goliath of a station. Thame is outside of the Oxford based Jack FM/Jack 2 MCAs – neither station affords Thame much coverage.

As outlined previously we are confident our music policy of playing more 60s and 70s (40% of our proposed musical offering) than any other local commercial operator makes us distinctive. Mix 96 plays a combination of current/recurrent tracks, and a selection of 80s and 90s tunes- to hear a 60s track on Mix is a rare event.

Social gain

| 5. Social gain | Guidance Notes |
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| <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>Your draft 'key commitments' (later in this form) should include a summary of your proposed social gain set out below.</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> <ul style="list-style-type: none"> <i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i> <i>(b) the facilitation of discussion and the expression of opinion,</i> <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> <i>(d) the better understanding of the particular community and the strengthening of links within it.</i> |

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| | <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>Answer in fewer than 1,500 words:</p> <p>The three RSL broadcasts carried out for the Haddenham Beer Festivals Trust proves our commitment to this community and the charitable reason we came into being.</p> <p>Our RSLs have always centred around the main Summerfest festival which, along with its winter sister event, has now raised well over £200,000 for good causes in this area. Each year the trust awards grants to a huge number of charities, clubs, groups, schools and good causes across the area. It's a footprint that extends from Haddenham into Thame and all the surrounding villages, reflecting the popularity of this event and the area from which it draws attendees.</p> <p>The trust put its faith in us to promote their event and raise awareness of the good causes it benefits, providing our group with the funding to stage the first RSL in 2013. Such was the success, the trust saw attendance that Summer increase dramatically. This Summer (2015) saw attendance reach 3900 and £38,000 raised – the biggest to date! The Haddenham Beer Festival Trust fully supports our efforts, <i>“Summerfest Radio has contributed massively to our charitable efforts since it came on air three years ago. A huge amount of content is packed into the two weeks of broadcasting. It has publicised our fund raising activity within the local communities of Haddenham and Thame to a far greater audience in a novel and highly successful way. This has led to larger numbers being aware of our events which leads inevitably to a greater attendance and funds raised for our charity. But more importantly it allows us also to help publicise the local community organisations, good causes and charities that we support through our Grant making activities to all age and interest groups. By focusing attention on these groups through interviews, mentions and features it provides a platform for these community organisations to raise their profile and publicise their own activity. If that is not enough our communities love the fact that they have a radio station aimed at them and run from the heart of the community by a group of professional talented and dedicated volunteers. This is all achieved in two weeks broadcasting, imagine the impact on our locality of a full time community radio station covering our local area. It will be huge boost to the wellbeing of our communities.”</i> -Haddenham Beer Festivals Trust-Registered Charity No. 1136844, October 2015.</p> <p>We also reached out to other groups and charities which haven't yet benefitted from the beer festival grant scheme, making us a fully inclusive community service. This track record and the links we've built with the many good causes since our inception prove how we have already forged close ties in this community but we want to go further. Being on air full time would give us a longer lead-in period of promotion to the summer beer festival, a time frame which has until now been limited by the RSL window. The biggest gain from being awarded the full time licence would be that for the first time we will be able to promote the winter festival in addition to the summer event. The many organisations/beneficiaries will become regular guests and contributors allowing the community to keep up to date with their progress in addition to the opportunity to publicise their work year round.</p> <p>By no means is this list exhaustive but it gives you an indication of the breadth of community organisations and individuals we've interviewed on air since 2013...</p> <p>Thame Air Cadets Haddenham Youth Football Club</p> | |

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

Thame Hockey Club
The MD of Chiltern Railways
The Swingles Choir
Cuddington Village Fete
The Upward Bound Trust – gliding for young people
Haddenham Brownies
The Turn End Trust – historic listed building
Haddenham Community Library
Haddenham Cinema Club
Egghouse Butchery
Haddenham Allotments
The Safe Walking and Cycling Group
Haddenham St Marys School
Princes Risborough Rugby Club
The Pace Centre which works with children from our area.
Abbeyfields Residential Care home
Haddenham Christian Aid
Haddenham District Age Concern
Police Community Officers
Haddenham Medical Centre
Haddenham.net –community website
Haddenham Play Scheme
Children from all Haddenham village schools
Haddenham Cycle Training
Haddenham Community Junior School PTA
Hunca Munca Baby & Toddler Group
Florence Nightingale Hospice
Haddenham Museum
Haddenham Cricket Club
Village Society
Tyre Fighters weight loss group
Bucks Open Studios
Dinton Flush Fund
Wychert Chorale

In 2015 we opened extra interview slots due to overwhelming demand.

We have also identified three key groups which we feel will benefit greatly from a full time radio station...

- 1) School children and young people – At the heart of our community you'll find a number of educational institutions. There are 3 primary age schools in Haddenham alone, all of which have been a part of our Summerfest RSLs in one way or another. Many young voices from the schools have featured on air. Thame, in addition to 3 primary schools, is also home to the Lord Williams' secondary School. School age children and young people in our community will play a key role in our output: A) As part of our training academy programme, we will offer 4 x training places each year to 11-18 year olds for FREE. B) Successful graduates will produce and present a weekly youth programme. C) Our Schools news updates will enable heads, teachers and students to get on-air via our unique *Red Kite Voice box*. Over three quarters of respondents in an online survey operated on our website in September 2015, saw schools news and information as a 'vital component' of a full time station.
- 2) During our many open conversations with Haddenham residents on 'awareness days' at the Haddenham Garden Centre, and during the three years of RSLs, it became clear that content which promotes the activities and interests of the 60 plus age group would be greatly welcomed as part of our output:

... "there are many elderly people who are lonely, so I'm told. This could make them feel

that they belong and also enable them to forge friendships with like minded people.” – an anonymous respondent to our online survey, Sept 2015

The higher than national average 65+ population is further evidence that a radio station which acts as an on air friend, mentions the people and places they know and promotes the groups and organisations which are of specific interest to them will feature heavily in our output. As part of our training academy we will ensure placements will be offered for FREE to four individuals each year who are of state pension age- successful graduates will be given the opportunity to become volunteer presenters. We will also offer regular training sessions on how to use our *Voice Box* to ensure older members of our community have full access to our output.

- 3) One other key group we identified in our recent online survey, in anecdotal conversations during our ‘awareness days’ and during our RSL broadcasts is commuters. This respondent in our survey sums it up perfectly: ***“Having to commute away from Haddenham every day (down to Heathrow), I always enjoy my return in the evening, but am often too busy to really partake in the village events, or to keep up with developments via neighbours. Having a radio station that can keep me up to speed on important *local* matters during the evening and whilst I’m still in broadcast distance, will really help my sense of belonging.”***

Estimates in 2009/2010 suggest that passenger numbers using Haddenham and Thame Parkway Railway Station were in excess of half a million people, it has grown significantly since then with a huge expansion project and additional parking. Our proximity to the M40 motorway with its links to London and the Midlands is further proof that this is a BIG commuter area.

Our very existence will promote community cohesion of all age groups, many of which spend only a limited number of hours here due to work commitments. New families, moving to our community benefit through feeling they belong and are a part of village/town life.

Another respondent (female –aged 45-54) to our September 2015 survey knows exactly how Red Kite Radio will benefit this area: ***“There are many people in the community who for one reason or another cannot physically access the facilities and events in the community and a radio station will help to connect these people to the community. it will help to blend all ages together and give the community a sense of belonging and purpose. As our village becomes bigger it will be vital to draw everyone together to maintain the village identity and help to develop it as the community evolves.”***

Lady Cynthia Floud has been interviewed on Summerfest Radio- re: Haddenham Safe Walking and Cycling Group: “This area has an increasing population, because of its excellent transport links, giving the station the possibility of a large and increasing audience. As SUMMERFEST radio, its performance over the past 3 years has been extraordinarily good. I am not a fan of local radio usually, but this station performed much better than the average station.”

Access and participation:

| 6. Participation in the service | Guidance Notes |
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| <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>Your draft ‘key commitments’ (later in this form) should include a summary of your proposed participation objectives as set out below.</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>Answer in fewer than 400 words:</p> <p>Our central location at the Haddenham Garden Centre allows us to have an ‘open door’ visible presence at the heart of our community. Situated next to the centre’s coffee shop, we have broadcast three RSLs from the site which will become our full time home should we be awarded the licence. The coffee shop and garden centre by its very nature attracts a large number of people by day, many of whom are retired and have popped in and become a part of Summerfest Radio through</p> | |

dedications, short interviews or tours. At weekends we proved very popular with families.

Our location, close to the centre of Haddenham with ample parking and just 2 miles from Thame, by bus or car, makes access very easy. Our 'open door' interaction to date is something of which we are immensely proud and will continue as Red Kite Radio.

Not everyone is able to visit our studios directly, due to mobility issues, work or time constraints which is why we have created the **Red Kite Voice Box**. This unique software will mean that anyone with a smartphone, PC or Mac will be able to contribute on air to one of the many specific features or even comment on the something they've heard. We see the **Voice Box** as the modern day neighbourhood reporter.

This year saw us carry out our first Outside Broadcast from the Summerfest event. Such was the success of the programme, which featured scores of happy families enjoying the day, we have plans to attend other large events in our area as Red Kite Radio.

Our training academy will offer a minimum of 4 x courses every 12 months (We hope to grow this number as demand and resource permits). The academy will cover the basics in radio presentation, studio operation, editing and media law. We will aim to recruit 16 volunteers annually through this process. Recruitment for the academy will be promoted on-air, through our website, through community online media and local press.

Volunteers will be invited to attend regular meetings through which they will be able to contribute ideas and comment on our output.

People in the community will also be able to contribute and critique Red Kite Radio through our listener panel meetings and annual survey, website and **Voice Box** (more in later sections)

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.

Your draft 'key commitments' (later in this form) should include a summary of your proposed access and objectives for training people in the use of the facilities as set out below.

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.

Answer in fewer than 400 words:

- Our training academy will offer a minimum of 4 x courses a year. The 2.5 hour sessions will take place over four weeks at our studio. The academy will cover the basics in radio presentation, studio operation, editing and media law. Successful applicants, who demonstrate a reasonable level of competency, will be invited to become volunteer presenters. We will specifically develop specialist shows around the various interests of applicants. This means our specialist output will vary greatly from a motown programme to a live bands slot or a country programme to a youth programme- depending on the interests of those who pass through our academy. Courses will be offered at a cost of £60-80. (this fee will cover our training and running costs). Courses for Under 18s, students and those of state pension age will be offered FREE of charge.
- Further course development is planned for years 2 and 4 on the subjects of news gathering techniques and interviewing -depending on resource availability and community interest.
- Volunteers will be invited to attend regular meetings through which they will be able to contribute ideas and comment on output.
- Volunteers will be invited to regular social gatherings to promote cohesion within the station and will also be invited to attend community events and promote Red Kite Radio.
- Our aim in year 2 is to install a second studio facility specifically for training and community news gathering.
- **Red Kite Open mornings:** This monthly initiative is targeted, although not exclusively, at retired people within our community. They will be invited to visit our studio, meet with our General Manager, receive training and explanation of our **Voice Box**, contribute ideas, content and afterwards visit the coffee shop outside our studio where they'll be able to socialise (and we hope

strike up new friendships with other likeminded people in our community).

- **Saturday Club:** Similar to our Open Mornings, this open studio event is targeted at children and families within our community.
- We will offer regular training (where necessary) to all interested parties who wish to contribute via the **Red Kite Voice Box**
- Our studio, as with the Garden Centre, will comply with all relevant legislation, on accessibility for disabled people.
- Our 'Open Door' policy means anyone can wander into our studios and meet the presenter during opening hours. All are welcome at Red Kite Radio!

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>Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.</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>Answer in fewer than 500 words:</p> <p>People within our community will be able to make direct contact with us through the following informal means:</p> <ul style="list-style-type: none"> - Our 'Open Door' studio at the Haddenham Garden Centre - Our Website- a suggestion/comment form - The Red Kite Voice Box - Telephone and email - Social Media- we will encourage all kinds of conversation, feedback and interaction on-air and off via Facebook and Twitter. <p>We accept that formal means of comment, criticism and a method to complain are occasionally necessary which is why we have developed the following approach:</p> <ul style="list-style-type: none"> - From the outset we will establish an independent Community Liaison representative who will feedback to and steer our Board of Directors. This person will be responsible for fielding complaints and criticisms of our output. When necessary they will meet with the complainant directly and filter feedback to management of Red Kite Radio. This person will oversee our annual community survey and open community meetings. This person will be a prominent member of the community with experience in community organisations or a charitable background. This person will be independent of the Red Kite Radio management and volunteer team. - The role of our community liaison will be recruited and promoted on-air. - Our website will outline details of how listeners can contribute ideas and criticisms. The Community Liaison's contact details will be clearly visible. - On our first anniversary and every twelve months thereafter, we will conduct a survey to gauge the community's thoughts and criticisms of our output. This will help us further develop strands of programming, features and interaction in and within our community. - The annual survey will be accompanied by an annual open meeting, organised by our Community Liaison. This will solicit views and feedback from the community. It will take place in Haddenham or Thame- alternating every 12 months. This will be promoted on-air and via our website. <p>Our management team will meet monthly to discuss feedback, comments, suggestions or complaints. Quarterly board meetings will also ensure we are across all issues.</p> | |

Guidance notes: station's draft key commitments

Please draft the Key Commitments for your proposed service. There is a blank key commitments document overleaf. If your organisation is awarded a licence, the key commitments you draft here will form the basis of what we put in the licence. (Please note: this would be subject to Ofcom's agreement, and we may require it to be amended, including, for example, to properly reflect legislative requirements).

Your draft Key Commitments should be consistent with, and summarise the answers you have already given in sections 1-8 of 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 two pages long.

KEY COMMITMENTS: to be completed by the applicant

| | |
|--|--|
| Station name [As in section 1 of this application] | Red Kite Radio |
| Community to be served [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.] | An all encompassing service for all age groups, bridging the county boundary between Haddenham and Thame, with added emphasis for commuters, the young and old- both on-air and in social engagement. |
| Proposed area [State the proposed coverage area as set out in section 3.] | The village of Haddenham, the market town of Thame and the surrounding villages and hamlets within the 5km radius (including: Aston Sandford, Chearsley, Cuddington, Dinton, Ford, Ilmer, Kingsey, Longwick, Nether Winchendon, Owlswick, Towersey, Upton, Westlington. |
| Programming output [This should be a summary of the answer you have given in section 4, in no more than 200 words] | <p>Community voices will feature heavily in our open access speech content- capturing the vibrancy of life. Studio interviews, community news and a large range of pre-packaged features, voiced directly by members of our community, will be at the heart of our output. Regular features to include: travel, weather, what's ons, charity & club news and schools news.</p> <ul style="list-style-type: none"> - Output will typically comprise of 75/25% ratio (music/speech) for at least 3 hours of weekdays 0700-1200. All other daytime hours until 1900 will be 80/20. Evenings and overnights: 85/15 - Music will comprise of popular genres from the past 5 decades- Approximately 40% will be from the 60s/70s - We will be live for 3 of 5 hours weekdays 7-midday. Peak afternoons (1600-1900) will be recorded 'as live' with up-to-date information but will be fully live when resource permits. - Evenings will be live (as volunteers become available through training) 2000-2200, Weekends will be live 0800-1400. - A minimum 37 hours a week will be live original output, all other times will be a mixture of original voice tracking and some locally made programming will be repackaged for use across output. - A majority of our programming will be locally made with the exception of IRN and some occasional third party material. - Our studio is at the heart of our area at the Haddenham Garden Centre |
| Social gain [Summarise the answers you have given in section 5.] | <ul style="list-style-type: none"> • To support and promote both the Summerfest and Winter sister event for the Haddenham Beer Festivals Trust- publicising the local community organisations, good causes and charities to all age and interest groups throughout the year. • By focussing attention on the many community groups, charities and organisations in the area, so providing a platform to raise their profile and publicise their own activity. • We will reach out to all groups and organisations that haven't yet benefitted from the beer festival |

grant scheme, making us a fully inclusive community service.

- Through our schools news, youth programme and training opportunities we will give students and teachers a greater voice in the community.
- People over 65 will benefit from opportunities to volunteer and once again hear about and feel a part of our wider community.
- Commuters who leave the area on a daily basis will benefit from the sense of improved awareness of life in our community.

Participation in the service

[Summarise the answer you have given in section 6.]

- Our visible presence at the Haddenham Garden Centre allows us to have an 'Open Door' accessible policy for all members of the community.
- For those unable to visit us in person, the Red Kite Voice Box means anyone can contribute to our output, features or comment sections.
- Listeners can use our website, email, social media, SMS text or telephone to interact directly with Red Kite Radio
- Listeners can take part in our outside broadcasts at larger events within our community throughout the year
- Volunteers will present programmes on Red Kite Radio supported by training throughout the year.
- Volunteers will be invited to regular meetings to contribute ideas and comment on output.

Access to facilities and training

[Summarise the answer you have given in section 7.]

- Our studio, as with the garden centre, will comply with all relevant legislation on accessibility for disabled people.
- Our 'Open Door' policy means all are welcome at our studio
- Our training academy will offer a minimum of 4 x courses a year in broadcasting skills. Successful applicants will have the opportunity to become volunteer presenters.
- A course for under 18's and those of state pension age will be offered FREE of charge.
- Monthly open mornings for retired people to visit our studio, contribute ideas, feature on air and learn how to use our Voice Box facility.
- Saturday Club – open morning for families and children within our community.
- The Red Kite Voice Box- regular training will be offered to all interested parties in how to use this key facility.

Accountability

[Summarise the answer you have given in section 8.]

- Our 'Open Door' policy means that anyone can walk directly into our studio and feedback comment or criticism direct to management.
- We will encourage all kinds of comment and feedback via our website, telephone, email and social media
- We will establish an independent Community Liaison representative from the community who will be responsible for fielding formal complaints and feedback of our output and service to the Red Kite Radio management.
- The Community Liaison will oversee an annual survey to gauge the community's thoughts, feedback and criticism of our output.
- The Community Liaison will organise an annual open meeting to further assess the community's thoughts, feedback and criticism of our output. This will be promoted on-air and via our website.

[Please note: If awarded a licence, the commitments the applicant makes in this section will, subject to Ofcom's agreement, form the basis of the 'key commitments' part of its community radio licence. The headings above are

for applicants' guidance and will be removed from the final version.]

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.</p> <p>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> |
| <p>Company (or other body corporate) name:</p> <p>Date of registration:</p> <p>Company registration number:</p> <p>Type of company (or other body corporate):</p> <p>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</p> | <p>Red Kite Radio and Media Limited</p> <p>16th September 2015</p> <p>9779459</p> <p>Limited by Guarantee</p> |
| 10. Ownership | Guidance Notes |
| <p>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.)</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>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).</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>Red Kite Radio and Media Limited is a not for profit limited by guarantee company and is controlled and owned equally (25%) between four 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>Mark Chapple (Chairman/Director) - Regulatory Compliance/News/media law advisor – Part Time, Voluntary</p> <p>Peter MacFarlane (Director) – Station Manager – Full Time- Paid. Responsible for the day to day running of Red Kite Radio/volunteer liaison/news gathering and daily presenter.</p> <p>Mark Zeall (Director)- Head of Engineering/Assistant Station Manger – Part Time, Voluntary. Assistant to above and will oversee all technical and transmission issues. Also a presenter</p> <p>Pete Simester (Director) – Head of Music/Training – Part Time, Voluntary (some training work paid). Presenter</p> <p>Company Secretary: Martyn John Broughton – Voluntary</p> | |

| 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><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>Name: Mark Chapple (Chairman)</p> <p>Employment: Freelance radio journalist –primarily for the British Forces Broadcast Service (BFBS), presenter and producer for other broadcasters.</p> <p>Other directorships: 2001-2003 Media Sound Ltd</p> <p>Relevant experience or qualifications</p> <p>Mark completed a course in media and journalism in 1994/1995. He worked as a cub reporter at Buckinghamshire radio station elevenSEVENTYam in his birth town of High Wycombe (1994-1996).</p> <p>Mark later moved to Mix 96 in Aylesbury as a journalist, before moving into programming at the station- presenting various shows. During his five years at Mix 96 Mark worked closely with management in all areas of the station.</p> <p>In 2001 Mark left to take up the role as Programme Director at the launch of Bright 106.4 (Media Sound Ltd) in West Sussex. Mark oversaw recruitment, compliance and establishment of the programming and news output at this small scale ILR station which became profitable within just 18 months on air. The parent company exists today because of the early success of Bright. The company now boasts 5 stations in its fold.</p> <p>After five years Mark moved to Cornwall in 2006 to become launch programmer of Cornwall's second ILR service- Atlantic FM.</p> <p>In 2007 Mark joined BFBS (British Forces Broadcast Service) where he works to this day as a</p> | |

freelance journalist- writing, producing and presenting news output on the many BFBS services in the UK, on DAB nationally and around the world. Mark also works occasionally for other radio stations as a presenter including at Pirate FM in Cornwall.

**

Name: Peter MacFarlane – Station Manager

Employment: Self-employed

Other directorships: None

Relevant experience or qualifications:

2001 – 2013 Presentation Editor BFBS2 Television

Responsible for on-air continuity, daily transmission schedules, and channel promotions including voiceovers

2004 – 2005 ITV plc

Freelance Continuity Announcer ITV3

Responsible for scripting and voicing annos,

ECA's/ECP's, including Regional ITV1

1998 - 2001 BFBS Television

Transmission Controller/ Continuity Announcer

Duties included shortlisting and directing promotions edits, writing and delivering on-air scripts, programming and editing channel automation.

1995 – 1998 Cheltenham Radio

Station Manager

Responsible for daily music scheduling, promotions,

and liaison with sales/marketing departments. Presenter of station's breakfast show

1992 – 1995 Spire FM, Salisbury + Gold Radio, Shaftesbury

Head of Music/Presenter. Responsible for daily music schedules and on-air content of mid-morning programme.

1988 – 1992 Ocean Sound, Fareham

Senior Presenter : The Gold AM

1986 – 1988

Deputy Programme Controller, Breakfast Show Presenter

Radio Caroline

**

Mark Zeall- Head of Engineering/Assistant Station Manager

Employment: Self employed electronics engineer and online retail

Other directorships: None

Relevant experience or qualifications

Completed a City and Guilds electrical and electronics apprenticeship in the 1970's with British Aerospace.

From that time was involved with hospital radio where I helped with engineering and programming.

Freelance radio presenter working for Fox FM Oxford in the early to mid 1990's and Mix96 in Aylesbury from the mid 1990's through until the mid 2000's. Presenting a wide variety of programmes across all day parts on both radio stations.

Part of a team that setup and operated an RSL as **Thame FM** supporting the Thame festival in 2008. Presenting the weekday breakfast programme and responsible for the installation of the studio equipment.

Founder member of a team that have organised and operated three RSL radio stations in Haddenham known as Summerfest Radio. Responsible for sourcing and installing a wide range equipment for the general engineering requirements of the radio station. Presented the weekday

breakfast programme on all 3 of the Summerfest Radio RSL events.

**

Name: Pete Simester - Head of Music/Training

Employment: Self employed television transmission controller/video editor/voice over.

Other directorships: NONE

Relevant experience or qualifications:

I spent 20 years as a presenter in UK commercial radio at Radio Nova, Hallam FM, Pennine FM, Viking FM, Fox FM, Severn Sound Supergold and Mix 96.

I was programme director and head of music at Radio Calypso in Malta.

I was programme controller and head of music at Mix 96 in Aylesbury.

Involved with Thame FM in 2008

**

Name: Martyn Broughton - Company Secretary

Employment Business Consultant

Other directorships Amain Ltd, Everyresource Ltd

Relevant experience or qualifications: Business Finance and Administration FCMA, IOD

Trustee of Haddenham Beer Festival

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.

Name: Chris Hawkins –Local Business Advisor

Employment: Managing Director, Haddenham Garden Centre

Other directorships:

Relevant experience or qualifications: Local businessman within the community for nearly 40 years.

13. Staffing structure

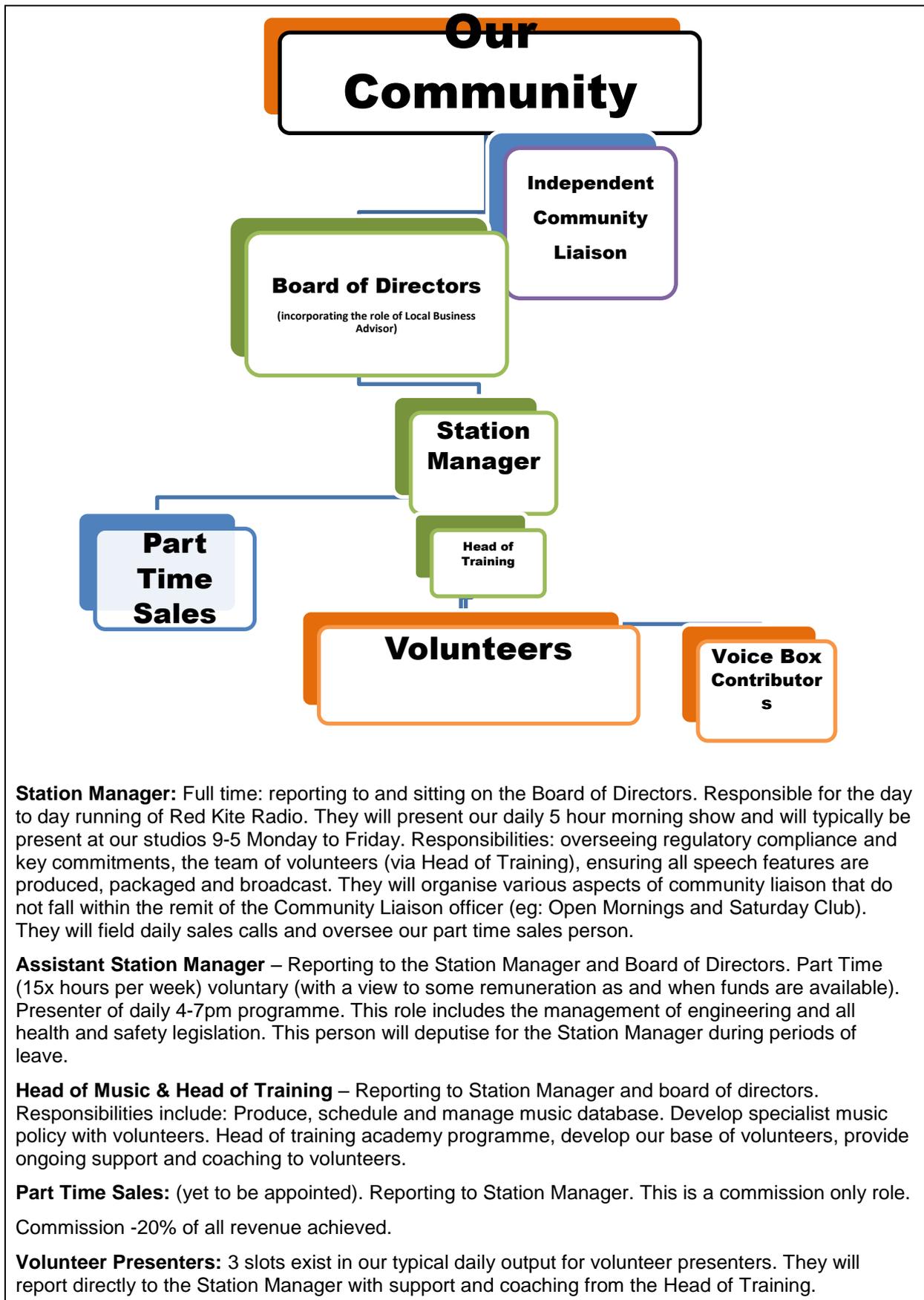
Guidance Notes

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.

Answer in fewer than 400 words, plus organisation chart (optional):

Like our door, our organisational structure will be open. It's designed to be simple and accountable. The board is answerable to the community with our community liaison sitting on our shoulder. We will employ one full time member of staff but other voluntary roles exist within our structure as follows:



| 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>At the very heart of our organisation is a team of individuals who have voluntarily worked and produced the three Summerfest Radio RSLs- supporting the Haddenham Beer Festival. Prior to Summerfest Radio, all of our directors were heavily involved with the organising and staging of Thame FM, a 28 day RSL to promote the Thame Festival in 2008.</p> <p>It was in 2013 that we held discussions with the Haddenham Beer Festival Trust about establishing a "curtain raiser" radio station to promote the Summer event and promote the many good causes, organisations, clubs and charities which benefit from this huge fundraiser. Such was the success of the first RSL with increased attendance and profit put down to the existence of Summerfest Radio, the trust funded two further RSLs. The 2015 event broke all records, raising over £38,000 for good causes in our communities and over 3900 attending on the day.</p> <p>The team of volunteers at the core of Summerfest Radio, namely the four main directors who all have routes in this area, recognised the overwhelming demand and benefit community radio would have here in Haddenham and Thame, which prompted the decision to make this application for a full-time radio station.</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> <p>Our board consists of individuals who have extensive broadcasting experience in radio journalism, radio presentation, management and radio station launches within commercial radio, RSLs and the British Forces Broadcasting Service for over two decades.</p> <p>Pete MacFarlane, Pete Simester and Mark Chapple have all managed/programmed commercial radio services at various levels over the past two decades.</p> <p>Mark Chapple has himself worked closely and sought the advice and support of Keri Jones at the very successful community station- Radio Scilly. Mark worked on Radio Scilly spending a month covering for Keri.</p> <p>Our entire board of directors is proud to have worked on the airwaves in Buckinghamshire and Oxfordshire and understand this area greatly especially since Thame FM and the inception of Summerfest Radio.</p> | |
| <p>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:</p> <p>Martyn Broughton has been advising local businesses on strategy, tactics, administration and finance for last the 15 years through his business consultancy. He is a volunteer Trustee and Treasurer of the Beer Festival Trust, raising funds for local communities and distributing to worthy causes for over a decade. He raises sponsorship/ donations from local businesses and organisations. Martyn is also Treasurer for a local golf club that raises over £30k per year for good causes.</p> <p>Chris Hawkins is a prominent local businessman with nearly four decades experience running the Haddenham Garden Centre.</p> <p>Mark Zeall is a successful local businessman. He runs and operates an online retailer from premises in Haddenham.</p> <p>Mark Chapple was a trainer for the CSR (Central Sussex Radio) Foundation providing Lottery funded radio training to local people.</p> <p>Pete MacFarlane worked for the Intervention Board for Agricultural Produce (Ministry of Agriculture Fisheries and Food) as an internal auditor.</p> | |

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:

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 sectors; • evidence of support from your proposed target community. | <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, we will ask for it.</i></p> |
| <p>Answer in fewer than 1,000 words:</p> <p>We are supported by the Haddenham Beer Festivals Trust which will continue to support us as Red kite Radio. As an organisation that is independent of the trust and of benefit to the community, we will also be in a strong position to apply for grant funding under the trust's scheme.</p> <p>We have received this expression of support in a letter from our MP and Speaker of the House:</p> <p><i>"There are a great many local residents who go above and beyond in terms of donating their time, support and money to local causes and organisations, demonstrated not least by the success of the SummerFest Radio station." "SummerFest Radio has only helped to encourage further unity amongst the neighbouring villages. I am strongly of the belief that a more permanent radio station will improve this sense of community and will continue to encourage those living in rural areas to join in with events in the more populated areas. SummerFest Radio helps raise significant amounts of money for local causes and I am confident that this fundraising element will only continue, and increase, if the Red Kite Radio project is allowed to progress"- The RT Hon Jon Bercow MP.</i></p> <p>The Haddenham Garden Centre is a big supporter of our bid. The Hawkins' family have owned and operated the centre for nearly 40 years. Like the RSLs, they will continue to provide premises and utilities to Red Kite Radio for FREE:</p> <p><i>"Every summer for the past 3 years Summerfest Radio has delivered entertaining and professional programmes which have not only benefitted the local good causes supported by the beer festival, but brought a real sense of community spirit to the airwaves."- C Hawkins, MD, Haddenham Garden Centre</i></p> <p><i>"Haddenham and Thame could only benefit from a radio station dedicated to providing a truly local community radio service in an area that is often overlooked by others in the larger towns nearby. The sympathetic approach we have seen Summerfest Radio give to our local organisations and good causes over the past 3 years leads me to believe that Summerfest/Red Kite Radio broadcasting 365 days a year would be of immense benefit to us all."- K Collett (Headteacher)- Haddenham St Marys</i></p> | |

COE School.

"The short period during the summer that Summerfest Radio broadcast for was a genuine asset to our village community. The local businesses all supported by advertising, events were highlighted and fund raising events were discussed and publicised." - Tim A, Haddenham Parish Councillor

Over 35 local businesses used Summerfest Radio during our three RSLs- many have expressed to us that they will also use Red Kite Radio.

"We have benefitted in the last three years from advertising on Summerfest Radio and being able to put ourselves forward as a result of live interviews. We are a charity and therefore appreciate the way the radio station has given us chance to boost our awareness" -Mrs. McGibbon, House Manager, Abbeyfields Haddenham Society, (paid advertiser)

Many residents and organisations have stepped forward to support our application- based on the success of our Summerfest Radio RSLs. Over 135 people have added their names to our supporter list at our many 'awareness days' held at the Haddenham Garden Centre.

Our online survey in September 2015 demonstrated the levels of support behind our broadcasts and plans for Red Kite Radio:

76% of respondents had listened to Summerfest Radio during the last three years.

69% said they were 'very likely' to listen to Red Kite Radio (a further 15% said they were 'quite likely' to listen)

40% said they listened at least once a day to our Summer 2015 broadcast.

Our survey demonstrated the popularity of national BBC services over the existing local radio services. BBC Radio 2 and BBC Radio 4 are by far the most listened to radio stations in this area, according to our survey- we will help engage them in the community through our output.

"The team has demonstrated a good understanding of local issues, and I have no reason to doubt that their political sensitivity and desire to maintain balance and diplomacy will ensure that they will continue to inform and entertain their audience without ducking issues of local importance." -Dr K Milmer, Haddenham.net (community news website)

"Organisations like ours need the best communications channels to be able to promote our services. Unfortunately, the local print media's effectiveness is diminishing and we need a local radio service to be effective in this area". "I am also involved in the Haddenham U3A University of the Third Age). Summerfest/ Red Kite will provide another opportunity to work together with U3A for the benefit of older and retired people." - Roger R, Chair Haddenham Screen (Community Cinema)

"It would be wonderful if we could communicate within the villages and to the wider local communities about what is going on here and what is important to us. The local Radio Station Mix 96 serves Aylesbury and the Vale and BBC Oxford serves Oxford and that count. We have a local newspaper called Bucks Herald which is weekly and gives our villages a small column in which to report our village news. This is just not sufficient. We would love to have a permanent local radio station". - Rosemary J, resident of Dinton.

"I was able to experience the functioning of local radio when I was interviewed by Peter Macfarlane, as treasurer of CPFA, endorsing a grant that Cuddington Playing Fields received from the beer festival funds." "The station would be of good benefit to the rural community, including businesses, that it will operate in and I would like to give the application, as a local resident, my best support as an additional facility to the local area." - John L, Cuddington Resident

"...to have a community based radio would be a real asset to the local villages." -Stephen D, Haddenham

"The experience of Summerfest radio shows how fundamentally different a proper local radio station can be compared to the alternatives based in Aylesbury and Oxford." -Barry D.

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.

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>

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

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).

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

During your first year of broadcasting would your proposed station carry any on-air advertising? (If so, please state the amount of income you anticipate from this source and its anticipated proportion of total income)

If 'No' might your proposed service seek to carry on-air advertising at a later date? (If so, please state the amount of income you estimate from this source and its estimated proportion of total income)

During your first year of broadcasting would your proposed station carry sponsorship or commercial references in return for payment? (If so, please state the amount of income you anticipate from this source and its anticipated proportion of total income)

If 'No' might your proposed service seek to carry sponsorship or commercial references in return for payment at a later date? (If so, please state the amount of income you estimate from this source and its estimated proportion of total income)

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.

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.

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.

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:

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/

Community radio stations typically have a coverage area of up to a 5 kilometre radius. Please see Ofcom's 'Coverage and planning policy for analogue broadcasting services' (including community radio) <http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf>

25. Engineering information

Note: there are fundamental differences between FM (VHF) and AM (MF) transmission systems. These include differences in mast and antenna size, transmitter site requirements, site location, installation cost, audio quality and night-time interference. Before completing this section, applicants may wish to take professional advice to ensure they understand these differences and their implications.

| Answer | | |
|-----------|---|-----|
| Waveband: | Is the application for an FM licence? | Yes |
| | Is the application for an AM licence? | No |
| | Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i> | No |

| | | |
|--|---|---|
| | Do you understand the fundamental differences between FM (VHF) and AM (MF) services 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: | Haddenham Garden Centre. Stanbridge Road, Haddenham, Buckinghamshire HP17 8HN |
| National Grid Reference (NGR): | 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. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html | SP 748 083 |
| About the site's dimensions: | What is the height of the site, in metres, Above Ordnance Datum (AOD)? | 77.124 |
| | In metres, what is the total height of the mast / building Above Ground level (AGL)? | 18.288 |
| | What is the height, in metres, of the transmitting antenna AGL? | 18.288 |
| | Please supply photographs of the transmitter mast / building and aerial location. | Enclosed |
| About the transmission site: | Who owns the site and what are their full contact details? | |
| | Is this site already used for broadcasting and if so by whom? | Used in the past for Summerfest Radio RSL |
| Transmission site availability: | 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 |
| | Provisional agreement with site owner in place? | Yes |
| | Or under negotiation? | No |
| | Applicant group owns site? | No |
| | Other – please specify. | This site is intended to be for both transmission and studio location |
| <i>(Note: we cannot consider an application if no site has been identified.)</i> | | |

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: Mark Chapple | |
| Mobile: 07889 771978 | |
| E-mail: markchappleuk@googlemail.com | |
| Website: www.redkiteradio.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 | | |
| b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body | | |
| c) Bodies whose objects are wholly or mainly of a religious nature | | |
| d) An individual who is an officer of a body falling within (c) above | | |
| 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) | | |
| f) An advertising agency or an associate of an advertising agency | | |
| g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities). | | Mark Chapple – freelancer BFBS & Pirate FM Pete Simester- freelancer BFBS TV |
| Other interests | | |
| <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> | | |
| Answer: | | |
| Other matters | | |
| <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</p> | | |

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.

Answer:

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.

Mark Zeall _____ (Name of person)

Director _____ (Title or position in the applicant group)

15/10/2015 _____ (Date)

**Please return this form and any additional electronic information by e-mail to:
community.radio@ofcom.org.uk**

If there is any paper-based material associated with this application, please send it to:

Community Radio Licensing Team, 5th Floor
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

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