



# Community radio licence application form

Version 4

## **Wycombe Sound**

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

2. Community to be served	Guidance Notes
<p>Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application.</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>We wish to serve the people living, working, in education and spending their leisure time in the town of High Wycombe and the surrounding villages.</p> <p>Our target audience is aged between 35 – 70.</p> <p>Based on the 2011 Census data, 171,644 people are resident in Wycombe District area, a 6% increase since 2001. Most residents belong to the White ethnic group – 81% of the population.</p> <p>In 91% of households (61,468) all usual residents speak English as their main or preferred language.</p> <p>74% of usual residents aged between 16 and 74 are economically active. 67% are employed or self employed (42% work full time), 13% work part time, 12% are self-employed and 4% work whilst being a full time student. A further 3% are unemployed (looking for work). A percentage never worked (0.5%) while 1.2% are long-term unemployed.</p> <p>A quarter (26%) of 16-74 year olds are classified as economically inactive – retired (13%), students who don't work (5%), those looking after the home or family (5%), those who are long-term sick or disabled (2%) and other groups (2%).</p> <p>Alongside residents (accounted for in census data), there is a flourishing University, high quality shopping in the town centre and a shopping hub on the outskirts of town. High Wycombe has the highest population of new business start ups in the UK and is the 'business centre' for Buckinghamshire.</p>	

3. Proposed area	Guidance Notes
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><a href="http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf">http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</a></p>
<p>We wish to serve the town of High Wycombe and the surrounding villages within a 5km radius of our transmission site, which is to the south of the town centre. This takes in the most densely populated residential areas, business centre and town centre. The residential population within this area is 77,000.</p> <p>Most of the respondents to our research are situated within this area.</p> <p>If it were possible to broadcast to a wider area, we could cover many of the surrounding villages and small towns such as Amersham and Chesham which are currently not served by any local radio. Amersham and Chesham are also in Buckinghamshire, to the north east of High Wycombe and within a short driving distance of the town.</p>	

## Programmes and programme output:

### Definitions:

*Studio location: The studio from which the service will be broadcast should be located within the licensed area. (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
<p>Please fill-in all three questions below</p> <p>Question A asks you to <b>describe your programme service</b>.</p> <p>Question B relates to how your output will serve the <b>tastes and interests</b> of your target community.</p> <p>Question C is about how your service will <b>broaden the range of local</b> (non-BBC) <b>services</b> 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"> <li><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></li> <li><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></li> <li><i>(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and</i></li> <li><i>(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.</i></li> </ul> <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><b>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):</b></p> <ul style="list-style-type: none"> <li>• What will the service sound like?</li> <li>• What music will you play?</li> <li>• What are the main speech elements of the service and how will the social gain/community benefits you</li> </ul>	

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:**

We will broadcast 24 hours per day, from our studios in the town centre. The output will be (as a minimum) 70% music and 30% speech. There will be periods where speech content is higher, typically Breakfast, Mid Mornings, Drivetime and in speech-driven programmes. In the evenings the speech content will be lower. Over time we aim to increase speech content across the board.

The station will be targeting a mainstream 35+ audience with music and local interest interviews, features and programmes. We achieved a high level of professionalism with our two RSLs and would aim to maintain high standards of production and presentation. We encourage 'continuous development' within our team and share best practice ideas and initiatives from across the community media, broadcasting and charity sectors. Our professional standards have enabled us to attract many former/retired BBC professionals to our team which benefits those who are new to broadcasting.

We aim to be the first choice for our target audience to find out about what is happening in our town. Social gain is achieved not only by direct participation in our service, but by our ability to share information from which listeners may benefit.

Music Policy

Weekday (7am – 7pm) music will be aimed at the 35+ age group, playing music from the 60s through to the present day. Whilst Breakfast and Mid Morning will typically be upbeat, we have found a good response to a slower afternoon programme including music aimed at an older audience. Our two RSLs featured local musicians and these will be incorporated in the main daytime programmes (typically Drivetime).

In the evenings we will feature specialist music programmes for example rock, dance/dj, soul and blues, together with music programmes for a younger audience.

At the weekend we would continue the music policy which was successful across our two RSLs including request programmes suitable for the whole family.

Speech Elements

Speech content is very important to us as it is what defines our station as local. Interviews will be scheduled throughout the day and in some evening and weekend programmes. We have invested considerable resource in developing local contacts so that we have a continuous source of new and interesting content to bring to listeners.

Breakfast and Drivetime attract our biggest audiences and will feature interviews with high profile guests such as our local MPs, council and community leaders, police, NHS and similar. These two programmes will also feature traffic and travel and 'What's On' information.

Programme Examples

Besides those already outlined, we have produced programmes for our two RSLs which were well received and that we plan to develop further. These included:

- Sports programmes on Friday evening and Saturday afternoons
- A programme focusing on Animal welfare and local wildlife
- Programmes presented by and for younger adults
- Programmes based on requests from listeners
- A weekly lunchtime local business programme
- A weekly Enterprise Hour for small businesses

We have lots of programme ideas in development, including some which might form part of wider community projects. Some programmes may be presented live, and some pre-recorded.

### Social Gain

Social gain is at the centre of everything we do. On air it is reflected in three main ways:

- the ability for listeners to interact with programmes via phone and social media
- the wide range of guests from local organisations and charities having a platform to spread their message
- campaigns which the station can get behind, for the benefit of the wider community

### News

The national news will be aired every hour where we have a live presenter, followed by a local weather forecast. Local news will form part of the speech content throughout Breakfast, Mid Morning and Drivetime.

Over time we will develop the resource for regular local news bulletins following the national headlines. Feedback from our first RSL led us to schedule regular bulletins which were well received. The volunteer concerned has since moved on to a permanent job as a Broadcast Journalist and we are seeking a new partnership with local press.

### Live Broadcasts, Pre-Records and Repeats

From 7am – 7pm weekdays the majority of our output will be live, and this will form the majority of evenings too. Some programmes will be pre-recorded, usually because of the nature of the production (a magazine bringing together different pre-recorded features for example). Such programmes will still be hosted and produced by our local volunteers. Some interviews may be re-used in a weekly-digest programme if there is a demand for it. Some of our programmes may be repeated later in the year, or in a different time slot, so as to reach a wider audience.

Our overnight service (10pm - 7am weekdays; 6pm - 8am weekends) will be an automated service which will be programmed and generated from our own studios. We have demonstrated through our two RSLs the ability to provide live programming until midnight 6 nights per week and this is what we aim to build up to over a longer term.

### Language

All of our output will be in the English language. We have been approached by the local Asian station (Awaaz FM) who have offered Asian language presenters to work with us on discussion programmes and special programmes where we need to reach those communities. We would certainly wish to collaborate with them where translation/dual language would benefit listeners. However, due to the existence of Awaaz FM, which fulfils this local need for Asian language radio, Asian language would not form a regular part of Wycombe Sound's programming.

### Local Production

90% of our live output would be locally produced by our own volunteers. We may wish to include a small amount of output from outside sources, but only if it is of interest to our listeners. For example, the British Council produce a regular radio programme showcasing new UK talent. These programmes would be scheduled in late evening slots and would not be part of our main programming. Our Drivetime presenter also produces this programme for the British Council, and it recently won an award.

### 3rd Parties

We will source national news bulletins from Sky/IRN. Traffic and travel information will be sourced from Thames Valley Police, Wycombe District Council and the Inrix service designed for Community Radio. Regional sports bulletins are available through the Community Media Association. Weather will be sourced from The Met Office and two local companies who provide weather information for industry.

**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:**

Since the closure of the local commercial station some years ago, there has been no radio service with a focus on the town of High Wycombe. There is therefore a lack of communication to the local community of everything the town has to offer and we wish to fill this void. Our pilot RSLs have been an opportunity to find out more about the tastes and interests of the local community and it is by listening to feedback that we will shape our output. We will always ensure that our programmes meet the needs of as many people living and working in High Wycombe as we can. Talking to listeners

after our first RSL led us to include Classical and 50s music programmes, plus enhanced local news coverage in our second RSL. Continuous improvement will be delivered via the channels outlined elsewhere in this document.

We will actively recruit new volunteers to develop programmes in areas which are not currently covered.

We will broadcast programmes providing more opportunities for local listeners to hold to account their local representatives; raise awareness of local organisations and charities; support hobbyists; the local Arts both amateur and professional; all sorts of organisations from history enthusiasts to youth clubs; to cover local sporting events of all types; to showcase local talent; to celebrate the history of the town and give listeners the chance to help shape the town's future.

Wycombe is an industrial and market town with a history of fine furniture making. It is the business hub of South Buckinghamshire, with most businesses employing fewer than 15 employees. On one hand it is a very entrepreneurial area with lots of business support (which would benefit from a higher profile), yet on the other hand there are pockets of deprivation. We would wish to continue to work with the local Job Centre and providers of education and training and publicise all the opportunities which are available locally.

**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:**

There have been no local commercial services since around 2005 when Mix 107 closed. We are not party to their reasons for closing but their service was missed by listeners. The nearest 'local commercial' services to High Wycombe are Mix 96 in Aylesbury and Time 106.6 in Slough. Neither of these station's published maps cover the town of High Wycombe and they don't provide the level of local content that we are able to. In addition, both stations are music-led and in our opinion have no particular community focus. National networks are available but reception is patchy because of the local topography – High Wycombe is very hilly. These national networks provide absolutely no coverage of Wycombe, save when a sink-hole appeared, and when an anti-terrorism arrest was made (both stories made national news coverage). So there is a complete gap in coverage that we would like to fill, by bringing local news and local interest stories, and news of local events to the people of High Wycombe. We would also provide discussion programmes, locally focused interviews and content which is not available on other channels.

Listener feedback:

*For the past few weeks, you have been a real force for the community and demonstrated clearly how there is a gaping hole in the market. It has been refreshing to hear about everything from local enterprise, community initiatives, local travel news, to debates on issues such as the future of Wycombe Hospital or HS2. I feel I know my town FAR better than before. The presentation has been professional, whilst also allowing local groups and individuals to become fully involved.*

## Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p> <p>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"> <li><i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i></li> <li><i>(b) the facilitation of discussion and the expression of opinion,</i></li> <li><i>(c) the provision (whether by means of programmes</i></li> </ul>

	<p><i>included in the service or otherwise) of education or training to individuals not employed by the station, and</i></p> <p><i>(d) the better understanding of the particular community and the strengthening of links within it.</i></p> <p><i>Social gain may also include the achievement of other objectives of a social nature.<sup>1</sup></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>
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**Answer in fewer than 1,500 words:**

Reaching those who are otherwise underserved

Our aim is to reach everyone within our coverage area including the housebound, unemployed, or of NEET status, those with a lack of mobility including the disabled and their carers. We will promote the services and support available to these groups. We would like to run projects and create programmes for these groups. This feeds into our training and volunteer recruitment objectives.

We demonstrated during our RSLs the power of publicising local job opportunities which resulted in 6 people being offered employment following a job centre feature in our Breakfast show.

*“Your tweets were informative and also helpful, I was able to tell my son about a job you advertised.”*

For those listeners who work from home, we will provide lots of local news and information which they otherwise might miss. Feedback from the RSLs included:

*“I listened to Wycombe radio daily. As I work from home, I found it good company. I missed it when it stopped broadcasting. The community aspect was the best part.”*

Wycombe has a large charitable sector with organisations serving every part of the community. We will offer a platform to charities so that listeners may benefit from the services available, and provide information on how they can support charities. Examples of organisations we have worked with include:

One Can Trust – this is our local foodbank. We interviewed the founder on both RSLs and provided a collection facility at our public-facing studios. Campaigns across both RSLs resulted in large volumes of food and other donations.

Wycombe Homeless Connection – We interviewed senior managers on both RSLs and highlighted the issues faced by the homeless in our town. We hosted a 1 hour debate in 2013 and publicised the appeal for sleeping bags, flasks and other items, plus details of the shelters which were open over Christmas.

Micklefield Residents Association – this group were running a campaign against domestic violence and we hosted an interview with the group leader plus a young woman who had received their support. The campaign was discussed together with details of help available locally.

The Samaritans – The local representative was able to talk about the help that is available.

The British Legion – The local manager wanted to come on air to thank the local community for donations of over £40,000 to the Poppy Appeal. We were only too happy to oblige.

We look forward to supporting longer campaigns where we can really make a difference. We are proud of our pledge that we will never charge a charity to come on air (including advertising of their events).

Facilitating discussion and expression of opinion

We will allow the exchange of ideas and foster open debate and discussion on topics important to the

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

community. In addition, we will allow residents to ask and challenge those in power about decisions affecting them, by providing a platform for listeners to engage with the local council and organisations involved in the shaping of the town's future. Subjects covered during our RSLs included HS2, planning policy, health services, the new Town Plan and major road re-route. Feedback included:

*"Being quizzed on live radio with the additional unknown element of questions phoned-in or tweeted by members of the public, is simultaneously demanding and enjoyable. I may not have given all the answers I would hope to do if I were given my time again - it was an entirely new experience for me, being subjected to scrutiny in that way - but some of the questions have stayed with me and are continuing to direct my thoughts. What impressed me the most was the presenter's ability to get straight to the nub of an issue and to ask questions in a manner which encouraged thinking positively. Speaking to others who have either taken part or just listened in, I believe Wycombe Sound has made a very positive contribution to our town in a remarkably short period of time."*

#### Promoting and providing information about the local community

Wycombe Sound works with community groups to inform residents of activities, important local information, local news and matters directly and indirectly affecting High Wycombe and the surrounding villages. People are hungry for local information and local news, and many residents are more interested in what is happening in their own town than further afield.

In 2013/14 the local police set up in our reception area and gave away free security marking kits and purse bells. They came on air throughout the day giving advice about safety and security of cars and homes.

We have worked with the local Fire Brigade, inviting them in to give advice on winter driving. They provided a Fire Engine for young listeners to sit in.

We were approached by the local Army Reserves, and NHS First Responders about their recruitment campaigns – these are relationships we will build on.

*"Wycombe Sound has put the buzz back into High Wycombe. It has allowed local organisations, churches and businesses to communicate directly with their supporters, customers and communities and the day after the end of the licence will be very flat without it."*

*I usually only listen to radio in my car while driving but I have listened to Wycombe Sound at home during the day as well, something I have not done for years !*

#### Promoting local talent

Giving a platform to local bands, singer/songwriters, writers, poets, performers, and artists not only showcases our local talent, but their success stories lift the community as a whole. For individuals, broadcasting live on the radio for the first time builds confidence, allows listeners to provide feedback and may even open new doors.

#### Providing awareness and support for independent businesses

Many local business people have contributed to our RSLs in an editorial format (e.g. not directly advertising their business). For example, a photographer shared top tips for taking photos on holiday; a local retailer shared expertise about different types of hi-fi and a professional mediator talked about how to resolve disputes in the workplace. By raising their profiles, their businesses grow providing employment opportunities, and business for companies along the supply chain. This all contributes to the local economy to the benefit of everyone.

We have built business contacts which will bring revenue through sponsorship and advertising. However, there is a layer of micro businesses - people who work from home, mobile, crafters, start-ups and 'one man bands' who cannot afford the most basic advertising package. For this group we introduced the 'Enterprise Hour'. We checked with Ofcom that the format didn't break any rules. Each week, for one hour, we invited these businesses to come in and talk for 5 minutes about their enterprise. It was successful and over time we would like to build this into a fast-moving, entertaining programme which will prove beneficial to businesses and listeners.

#### To strengthen community spirit, foster understanding and The Big Society

We want to celebrate the successes in our town, whether that be a sports team doing well, a big community event or a local business winning a new contract.

High Wycombe has a very diverse population and we want to mark the important days in everyone's calendar. This might be talking about a significant day with an expert on air, or attending an event / outside broadcast. We believe that understanding each other's culture breaks down barriers.

*"Can only be a positive impact on supporting, uniting, promoting, developing and strengthening OUR*

community."

### Volunteer Opportunities

Wycombe Sound will provide volunteer opportunities for those wishing to work with the station and to provide access to volunteer groups in order to place people with the station for training and involvement. Feedback from listeners and volunteers included:

*"It was a brilliant experience for me, to once again share my excitement with listeners on all the styles of music I love, and it thankfully pulled me out of retirement."*

*"It has been one of the most rewarding volunteering experiences I have ever had, since listeners were able to phone up the studio to congratulate and thank me and my team on the work we were doing for our community, alongside a number of studio visitors. I have long been appalled by the reputation that young people have in High Wycombe and wanted the opportunity to show that there are young people with talents and community spirit!"*

### Training

For volunteers, there will be a three-part training and sign-off process before any programme slots are scheduled. This is made up of technical/studio operation; programme design and presentation; audio recording and editing. Volunteers will be able to work alongside more experienced presenters enabling us to retain a high standard of presentation.

We will put in place a system of 'ground up' skills replenishment to provide the station with skilled people as and when existing people leave or step aside throughout the term.

In the longer term we are developing a certificated course and one of our Directors has a wealth of experience to deliver this.

Alongside the above, we are developing a range of workshops which will be available to the general public. Subjects such as social media skills, podcasting skills, public speaking and interviewing will be covered in half and full day sessions. We may charge a small fee for the more commercial workshops, but hope to obtain funding to provide free training to certain groups.

## **Access and participation:**

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>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><b>Answer in fewer than 400 words:</b></p> <p>We have around 50 volunteers who have participated in our 2 RSLs to date. During the RSLs we were approached by members of the public who expressed an interest in joining the team both on and off air.</p> <p>We will encourage new volunteers to contact us and have various platforms to do this e.g. social media, website, on air, and through our many partners in the town. At times we might be looking for volunteers with particular skills or interests e.g. gardening, theatre or retired listeners and we will work with local organisations to encourage those to come forward.</p> <p>Where groups are hard to reach we would actively go out to them and try to recruit them. We have had some success in this already by inviting a local community leader from the Afro-Caribbean community to join us. He came in for an interview and had not considered becoming a presenter until we suggested it to him. We would adopt a similar approach with other groups if necessary.</p> <p>There are a range of opportunities open to volunteers and they will be able to choose their preference. All volunteers will go through the same basic induction including health &amp; safety and station rules and will be asked to sign a document undertaking to follow Volunteer Guidelines.</p> <p>New volunteers would have the chance to participate in many aspects of station management i.e. not</p>	

just presenting. We are starting to build teams of volunteers to take responsibility for various aspects of the station. A few examples include production, office administration and bookkeeping, events, music management, marketing, social media, fundraising and community engagement.

Some of our existing volunteers have expressed a desire to take on more responsibility and these will be able to move into management positions. Our policy of continuous improvement and succession planning means we can develop the right skills in our team to fill positions as they become available.

Our Steering Group and Listener Group will from time to time require new members and we will always look to our volunteers in the first instance to fill these posts.

## 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:

Radio skills training is offered free of charge to our volunteers as described elsewhere in this document.

We are developing a more formal certificated training programme which will be available to anyone living, working or in education within our area. This will be free of charge to volunteers and, through funding programmes to other groups (e.g. NEETS).

Over the longer term we are considering offering a BTEC in conjunction with JP Academy.

We would be happy to design appropriate training for any community group who comes forward wishing to work with us, and we are actively seeking partnerships and funding opportunities. In 2015 we worked with Garsington Opera and Wycombe Women's Aid, and we are developing more project ideas with these partners.

In addition, we will offer workshops offering short-format training in speaking, interviewing, podcasting, social media, DJ skills, and others open to the general public.

We have relationships with Bucks New University, Amersham & Wycombe College, Inspire HW (adult learning), local schools and community organisations and over time would like to develop learning programmes with all of them.

## 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?

Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.

*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).*

### Answer in fewer than 500 words:

We actively encourage listeners to provide their feedback and suggestions via a number of platforms including email, social media, over the telephone and in person. In addition we have undertaken two surveys to date where the opportunity to suggest new ideas is included. We can demonstrate how we

have responded to feedback in the past and developed new programmes as a result.

Our Board of Directors and Management Team will respond to feedback, suggestions and complaints (using the process set out below) on a day to day basis.

Our Steering Group will meet on a quarterly basis and includes the Board plus Community Leaders and others who we believe will represent a broad range of listeners and stakeholders. New ideas plus any serious complaints will be discussed here.

Our Listener Panel will meet on a quarterly basis to provide feedback to the station about the quality and content of programmes broadcast. New ideas will be discussed here.

Complaints Process

Wycombe Sound operates a 3-stage complaints process broadly in line with that of the BBC. This will be clearly laid out on the website and this is explained below

All complaints and communications will be dealt with promptly and in confidence.

Outcomes of any adjudications will be made available on the website subject to the agreement of the correspondent.

The process consists of 3 straightforward steps.

1. The Initial Contact

We require listeners to submit their complaint within 42 days of the transmission. Day 1 is the day of the transmission. We will aim to respond as soon as possible, but definitely within 10 days. The listener will receive a reply from the presenter of the programme they are complaining about.

2. Taking it further.

The listener will contact the Station Manager and explain why they need further clarification or information and ask for a further response. They should contact the Station Manager with 10 days of the reply letter and we will aim to respond within 10 days after that.

3. Still not happy?

The complaint will be referred to the Steering Group of Wycombe Sound and the listener will explain the situation. The Steering Group will investigate and provide a final company reply in consultation with the listener. This is the final stage and therefore this decision is final.

It is of course our aim to resolve any disputes or complaints swiftly and to everyone's satisfaction before resorting to the regulator.

**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**

<b>Station name</b> [As in section 1 of this application]	Wycombe Sound
<b>Community to be served</b> [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.]	We wish to serve the mainstream 35+ audience of people living, working, in education and spending their leisure time in the town of High Wycombe, Buckinghamshire.
<b>Proposed area</b> [State the proposed coverage area as set out in section 3.]	The town of High Wycombe, Buckinghamshire and the surrounding villages and main access routes.

**Programming output**

A mainstream mix of music and locally focused speech content aimed at a 35+ audience during peak hours (7am to 7pm Monday to Friday). A range of specialist music and speech programming in the evenings and at weekends.

Music/speech mix: 70/30 as a minimum. Speech output will include interviews with local organisations, What's On listings and programmes where the listener can take part through phone ins or via social media

Live and/or original output: As a minimum the output from 8am to 7pm will be mostly live and/or original output.

Locally-made programming: 90% of output will be locally produced.

Studio location: Bridge House, Bridge Street, High Wycombe (town centre – next door to shopping centre and opposite the bus station).

**Social gain**

[Summarise the answers you have given in section 5.]

- We will broadcast from within the town centre of High Wycombe with live features from local events (full outside broadcasts eventually) both in the town centre and from surrounding areas.
- Through links with jobcentres and businesses we will broadcast employment opportunities on a regular basis.
- We will offer a free platform for local charities to promote their work and events.
- We will offer a range of promotional opportunities for local businesses, including a free offer designed to demonstrate the power of local radio to reach audiences.
- A Listener Panel consisting of up to twelve people comprised of listeners from within our target audience and others will consider feedback from the community on the output from the station. This will feed into our Quarterly Steering Group meetings.

**Participation in the service**

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

New volunteers would have the chance to participate in many aspects of station management i.e. not just presenting. A few examples include production, office administration and bookkeeping, events, music management, marketing, social media, fundraising and community engagement.

Volunteers who have expressed a desire to take on more responsibility will be able to move into team leadership positions. Our policy of continuous improvement and succession planning means we can develop the right skills in our team to fill positions as they become available.

Our Steering Group and Listener Group will from time to time require new members and we will always look to our volunteers in the first instance to fill these posts.

**Access to facilities and training**

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

Radio skills training will be offered free of charge to our volunteers.

We would be happy to design appropriate training and programme formats for any community group who comes forward wishing to work with us.

We will seek to build on our relationships with Bucks New University, Amersham & Wycombe College, Inspire HW (adult learning), local schools and community organisations.

**Accountability**

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

We will actively encourage listeners to provide their feedback and suggestions via a number of platforms including email, social media, over the telephone and in person.

Our Board of Directors and Management Team will respond to feedback, suggestions and complaints (using the process set out elsewhere in this document) on a day to day basis.

Our Steering Group will meet on a quarterly basis to consider feedback from our listeners and stakeholders.

Our Listener Panel will meet on a quarterly basis to provide feedback to the station about the quality and content of programmes broadcast.

[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"> <li>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</li> <li>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</li> </ul>	
<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><b>Company (or other body corporate) name:</b></p> <p><b>Date of registration:</b></p> <p><b>Company registration number:</b></p> <p><b>Type of company (or other body corporate):</b></p> <p><b>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</b></p>	<p>Wycombe Community Radio CIC</p> <p>20<sup>th</sup> August 2013</p> <p>08657991</p> <p>Not for Profit Community Interest Company</p> <p>N/A</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"> <li>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 &amp; 12 below.)</li> <li>details of any individual, company or other body that may exert control over the applicant.</li> </ul>	<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>Wycombe Community Radio CIC will be the licence holder and operator of Wycombe Sound. The company is registered in England no. 08657991. The company is owned by the three directors set out in this application. Each Director holds one share in the company, however, no profits and no dividends are payable as the company is a CIC. In our Memorandum &amp; Arts we have identified</p>	

Wycombe Hospital Broadcasting Association (WHBA) to receive any assets if Wycombe Community Radio CIC ceases to continue.

The company has no plans to borrow from financial institutions, preferring instead to build steadily upon its own resources. The Directors each have loans in the company as set out elsewhere in this application, however the loans are interest free and repayable only when the company is in a position to do so.

### 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.*

Wycombe Community Radio has 3 Directors:

Chris Phillips (Managing Director), Philippa Sawyer (Programme Director) & Keith Higgins (Financial Director).

The Directors will be responsible for both the strategic & day-to-day running of the station.

The Station Engineer will be David Thompson.

The Directors are working in a voluntary capacity.

Philippa Sawyer will be the Station Manager. This position will initially be unsalaried. Philippa will be paid commission for any sales of sponsorships, advertising or business services. When the station is up and running this may be changed to a salaried position.

#### 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](mailto:community.radio@ofcom.org.uk).*

#### Answer (for each director):

##### Chris Phillips

**Other Directorships:** Director of Jackie Palmer Stage School, JP Academy, JP Associates (agency)

##### Relevant experience or qualifications:

Chris is the Vice Chairman of Wycombe Hospital Radio (WHR) and has been involved with WHR for many years. He has a background in the BBC including 25 years at Radio Oxford and Radio Berkshire, producing and presenting daytime and weekend programmes, from Requests to Gardening, Outside Broadcasts to Children in Need. His work for the BBC included the design of BBC Elstree, renowned for East Enders, BBC Television Centre. Chris is a Director of Jackie Palmer Stage School in Wycombe and since 1971 has taken on the technical side of the school - recording music, voices and filming clients audition pieces to send all over the world, as well preparing show reels. Chris has the extensive knowledge and experience required to ensure high production

standards for our broadcast output. At Wycombe Sound, Chris is responsible for the building and smooth running of the studios and mobile equipment; and works with transmission engineers and on other technical issues.

### **Philippa Sawyer**

**Other directorships:** A Director of the Community Media Association (part of the responsibility of being a Council Member); Director of Curly Radio Productions Ltd

### **Relevant experience or qualifications:**

Philippa has enjoyed a varied business career which has enabled her to acquire skills in sales, marketing, finance and management. Philippa holds a Company Secretarial qualification and is currently studying for PTLLS (training in the lifelong learning sector). She trained in radio production in 2008, following redundancy and since then has worked as a presenter and producer in a number of Community Radio Stations in London, Luton, Hemel Hempstead and Slough. Philippa is experienced in producing entertaining and informative content for an ethnically diverse audience. Philippa is a Council Member at the Community Media Association.

For Wycombe Sound Philippa has been instrumental in building up links within the community through extensive networking. She has been Station Manager through the two RSLs including recruiting volunteers, designing the schedule, organising content and interviews and arranging production of professional imaging.

### **Keith Higgins**

**Employment:** Recently retired. Previously, Manager in a Further Education college

### **Relevant experience or qualifications:**

Keith has been at Wycombe Hospital Radio (WHR) since 2005 and is the Treasurer, managing the station's financial and statutory affairs. Keith is a talented and dedicated sports broadcaster, providing live commentaries on Wycombe Wanderers home games since he joined WHR and also a lively, informative and fast paced Sports Show from the Radio Studio when Wycombe are away. The commentaries and studio shows have received strong reviews on various Forums. He leads a young, enthusiastic sports team and through his training and support, members of the team have won awards and have commented on live football matches for both commercial and BBC local radio. Prior to his recent retirement, Keith had worked in Further Education Colleges for 36 years. He has been a manager for a large curriculum area and has been the head of cross college operations related to the curriculum, quality and data. He has been a member of 2 College's Senior Management Teams. A trained teacher in Physics and Maths, he has run several successful training sessions both for his employers and also for one of the country's leading Awarding Bodies.

**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.**

Steering Committee Members (not Directors)

Helena Brewer - Governance & Broadcast Code

Helena had a career at Ofcom before setting up as an Independent Consultant working with broadcasters across radio and digital tv. Helena will be our advisor for all issues of governance, key commitments and Broadcast Code as well as sharing her knowledge and experience from the Community Radio sector.

Malcolm Glenn – Marketing

Malcolm has enjoyed a long career in marketing and advertising and advises the Board on these areas. He has designed much of our publicity material including ratecard, flyers and posters. Malcolm is also involved in local Arts circles and until recently with local Young Enterprise groups.

Cllr Lesley Clarke OBE - County & District Council

Cllr Clarke brings insight into the high level objectives of Bucks County Council and Wycombe District Council, together with many contacts and lots of experience in the town. Lesley is also held in high esteem with 3<sup>rd</sup> sector organisations and will help us to build partnerships.

Dave Thompson - Engineering

Dave enjoyed a long career at the BBC and worked as a Sound Supervisor on many of the nation's favourite entertainment programmes. He has provided volunteers with knowledge and skills across the whole range of recording, production and broadcast, and is very knowledgeable on engineering

and technical matters. Dave works closely with Chris Phillips and on projects.

#### Oliver O'Dell – Business

Oliver is Chief Executive of HWBidCo, the local Business Improvement District which contains 580 businesses within High Wycombe Town Centre. Oliver and his team are responsible for many of the town centre events including Frogfest (music festival), Wycombe Harvest Food Festival and the Christmas Lights Switch On event, all of which draw large numbers of local people into the town centre. One of BidCo's flagship projects is Enterprise HQ, an incubation hub for new businesses, which Wycombe Sound launched last November with our 2<sup>nd</sup> RSL. Oliver helps Wycombe Sound to understand local business objectives and enables us to develop programme ideas and promotional strategies to help them flourish in the town.

#### Sue Robinson – Council & PR

Sue is a PR professional in the Communications Office of Wycombe District Council. Her input will enable Wycombe Sound to stay abreast of developments within the council, its key projects and objectives. Sue is able to advise which Councillors and local government officials we should approach for interview about different topics, and she can brief them so that they are prepared for questions from the public, especially on subjects which do not enjoy public approval. Sue will also advise the Board on its own PR activity.

### 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):

All positions are voluntary except those marked (paid). The paid positions may not be paid in the first 12 months.

It is expected that the structure listed below will be in place to full complement by the end of first 12 months broadcasting. The volunteers themselves had contributed to the proposed programme & staffing structure. Some volunteers may fill more than one post.

Managing Director:	Chris Phillips
Financial Director:	Keith Higgins
Programme Director:	Philippa Sawyer
Station Manager:	Philippa Sawyer (paid via commission on revenue generated)
Studio Manager:	Luke Davis (paid in an apprentice role)
Commercial & Events Manager:	Not appointed yet. (paid via commission on revenue generated)
Training Manager:	Keith Higgins
Fundraising Manager:	Not appointed yet. (paid via flat fee or commission basis)

### 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.

#### Answer in fewer than 300 words:

The CIC was formed in August 2013. The Directors have met regularly since June 2013 and have been supported by a local Town Councillor and a Marketing and Business Consultant. The group have completed two highly successful RSLs and in the meantime have been working to build

relationships with local stakeholders.

The Group ran its first RSL from 9<sup>th</sup> December 2013 – 5<sup>th</sup> January 2014 which was very well received by listeners in the town. There were 50 volunteers broadcasting 15 hours of live programming Monday to Friday (with the exception of Christmas Day when we had 6 hours of live programming); and 12 hours a day of live programmes at weekends. Local stakeholders including the Council, MP, Town Centre Management and local theatre were quick to support us and feedback from listeners was very good.

We collected feedback from listeners during the year and made some subtle changes to the programming for our second RSL which ran from 27<sup>th</sup> November to 24<sup>th</sup> December 2014. Changes included the introduction of Classical music and 50s music programmes, a local news bulletin in the Breakfast show (in partnership with a hyper-local news website); regular spots in Drivetime for local musicians; a What's On Guide listing in Breakfast & Drivetime; introduction of an Enterprise Hour where we enabled very small businesses to come in to talk about their work. These businesses are start-ups or very small and have no money to advertise, We consider this to be part of our social gain objective.

Further new programmes and features are planned for our 3<sup>rd</sup> RSL which has recently been confirmed to run between 19<sup>th</sup> November – 16<sup>th</sup> December 2015.

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

**Answer in fewer than 150 words:**

We have a wealth of experience within our team:-

The experience of our three directors is outlined elsewhere in this application.

We have, collectively, over 100 years BBC experience within our team, encompassing presenting, production and engineering. Some volunteers have come from commercial radio backgrounds, mainly smaller local stations.

Most of our volunteers have had broadcasting experience either from Hospital radio or other Community radio stations. Wycombe Hospital Radio has been broadcasting for over 40 years so there has been a lot of experience to draw on.

A small number were complete novices in 2013 but through experience and training were able to take on more responsibility the second time around. Some volunteers in 2014 were complete beginners but worked alongside more experienced members of the team.

**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:**

The Group met at Wycombe Hospital Radio where fundraising has been a key element of ensuring that the Hospital Radio has had the funds to continue broadcasting. Two of the Directors are proactive in providing the PA at many local events.

One Director has been in Further Education for 35 years and wishes to transfer his skills in training and educating young people and adults to broadcasting on radio. He has run several training courses for a leading awarding body. The Jackie Palmer Stage School has recently set up an Academy in High Wycombe and is running BTEC courses in Performance, sub-contracted from a local Further Education College.

Two of the directors run their own businesses, and one has 20 years sales and marketing experience in the private sector, together with a Company Secretarial qualification.

Within our team we have IT, business, social media and public sector experience.

**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:**

This is explained in detail above.

**Evidence of demand:**

<b>15. Demand and/or support</b>	<b>Guidance Notes</b>
<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"> <li>• 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;</li> <li>• evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc;</li> <li>• results of research;</li> <li>• summary of support from local politicians, councils, educational or religious bodies etc;</li> <li>• summary of support from local business or other sectors;</li> <li>• evidence of support from your proposed target community.</li> </ul>	<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><b>Answer in fewer than 1,000 words:</b></p> <p>The response to our first RSL was positive beyond our expectations and we considered putting on a second RSL during the summer of 2014. However, we missed the deadline to apply (it was set very early to enable Ofcom to consider the many applications for Ramadan broadcasts). We chose not to go ahead in the later summer, despite demand, because we didn't want to jeopardise our Christmas broadcast (by way of the 4 month timing rule).</p> <p>To summarise support received since we established our CIC in August 2013:</p> <ul style="list-style-type: none"> <li>– Chairman of the Community Media Association (email/letter of support)</li> <li>– Chairman of Buckinghamshire County Council (letter)</li> <li>– Community Safety Department of Bucks County Council (funding for a project)</li> <li>– Chairman of Wycombe District Council (letter and a small grant)</li> <li>– Press Office of Wycombe District Council (Steering Committee)</li> <li>– Town Centre Management (HWBidCo) (Letter, sponsorship, free space for 2nd RSL, Steering Cttee)</li> <li>– Wycombe Swan Theatre (sponsorship of both RSLs)</li> <li>– Steve Baker MP (letter to Ed Vaisey MP showing his support for a full licence)</li> <li>– 2 x Mayors (emails)</li> <li>– Community Impact Bucks (training, mentor)</li> <li>– Bucks Community Foundation (training and advice)</li> <li>– Amersham &amp; Wycombe College (email, sponsorship)</li> <li>– Bucks New Uni (support of Business Student team)</li> <li>– Basepoint Business Centre (provision of transmitter site, sponsorship)</li> <li>– Marlow FM &amp; Awaaz FM – indications of desire to share resources (ob facilities / language skills)</li> <li>– Thames Valley Police (email)</li> <li>– The Wycombe Society (email)</li> <li>– The Eden Centre (provision of free space for first RSL)</li> <li>– Wycombe Today website (very generous write-ups from their top columnist)</li> <li>– Wycombe Churches (email of support)</li> <li>– Grant from Buckinghamshire County Council for a project working with Wycombe Women's Aid and Garsington Opera</li> </ul> <p>Local businesses have been very supportive with advertisers returning to us for the second time</p>	

after achieving clear results from the first RSL. We attracted new sponsors and advertisers for the 2nd RSL. More importantly, businesses have supported us in other ways for example by providing prizes for competitions, lending us furniture and equipment for RSLs, using their social media presence to spread the word, providing free printing and sustenance for our volunteers.

Our target community have supported us in the following ways:

- 103 responses to a survey following our first RSL
- 80+ emails providing individual feedback following first RSL
- 1300 followers on Twitter
- 1200 followers on Facebook
- 282 responses to our most recent survey.

We have been invited to participate in a project with a local arts organisation; host the annual Frogfest music festival; host the Main Stage at the Christmas Lights Switch On event; and invited to attend many other events throughout the year.

### 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)

*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.*

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)		
<input checked="" type="checkbox"/> 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/](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.

<b>Answer</b>		
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:	Basepoint Business Centre, Lincoln Road, Cressex, High Wycombe HP12 3RL
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: <a href="http://www.ordnancesurvey.co.uk/oswebsite/index.html">http://www.ordnancesurvey.co.uk/oswebsite/index.html</a>	SU 851 926
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	150
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	11.5 metres
	What is the height, in metres, of the transmitting antenna AGL?	1.5 metres
	Please supply photographs of the transmitter mast / building and aerial location.	<input type="checkbox"/> Tick if 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?	We have used this site for our 2 RSLs and plan to use again for our 3 <sup>rd</sup> 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?	No
	Or under negotiation?	Yes
	Applicant group owns site?	No
	Other – please specify.	
<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	<i>Ofcom will publish community radio licence applications, and from time to time statements which may include</i>

details for them.	<i>public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
<b>Name:</b>	Chris Phillips
<b>Phone:</b>	01494 449900
<b>E-mail:</b>	chris@wycombesound.org.uk
<b>Website:</b>	www.wycombesound.org.uk

*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		
<b>APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS</b>		
<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	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).	All 3 Directors are on the Committee of Wycombe Hospital Broadcasting Association.	See left.
<b>Other interests</b>		
<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>		

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 (enclosed with hard copy)
- Certificate of Incorporation (enclosed with hard copy)
- Application Payment (UK £ 600.00) non-returnable (cheque enclosed with hard copy)
- 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.**

Christopher John Phillips \_\_\_\_\_ (Name of person)

Managing Director \_\_\_\_\_ (Title or position in the applicant group)

24<sup>th</sup> September 2015 \_\_\_\_\_ (Date)

**Please return this form and any additional electronic information by e-mail to:**

**[community.radio@ofcom.org.uk](mailto: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.*