



Community radio licence
application form

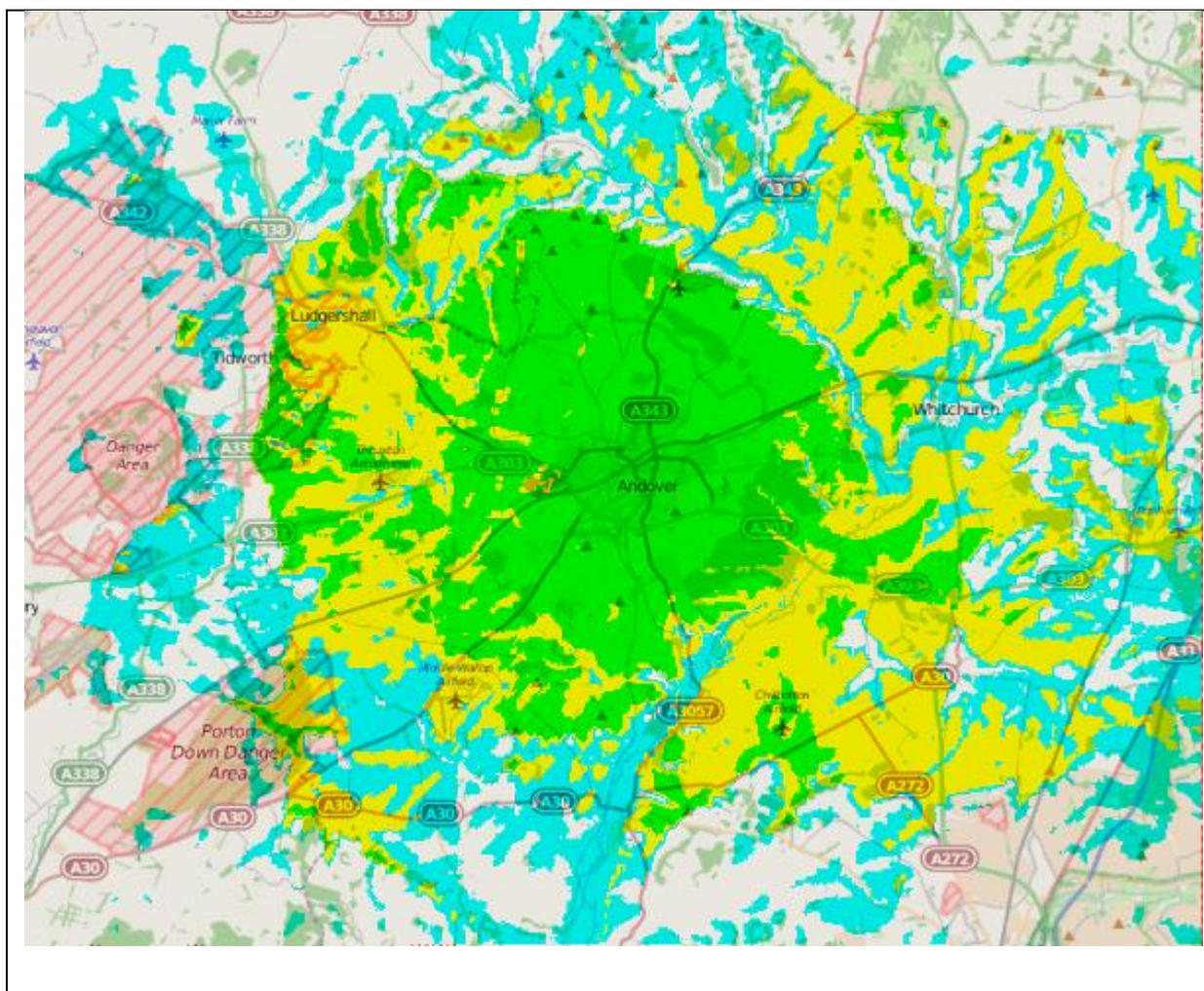
Version 4

ANDOVER RADIO

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>
Andover Radio	

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>Andover Radio will be committed to serving the people who live, work and study in Andover, Hampshire. The radio station should extend slightly beyond the town itself to incorporate the immediate outlying villages including The Clatfords, Abbotts Ann, Knights Enham and Picket Twenty. Andover is in a topographical 'bowl' and as such, whereas the entire area has a population of 52,000, Andover Radio anticipates serving the 37,000 people living immediately around the town area.</p> <p>Andover's population is expected to increase by a massive 50% in the next 15 years (HCC Arc GIS, 2011). In recent years, plans for 2,700 new dwellings have passed by the local authority and a further 680 are in planning to add to the 18,500 already in the town. A minimum of 40% of these new homes will be classed as affordable.</p> <p>Andover sits within the political boundary of Test Valley and whereas the large number of employed positions from the nearby MOD ensures unemployment figures appear relatively low, one fifth of Andover (Alamein) is in the top quintile of most deprived areas of the UK and an unusually large number of pockets are deemed to be "most vulnerable to deprivation" (Index of Multiple Deprivation, 2010). The crime rate in Andover remains higher than the average across other similar areas (Hampshire Police, 2015), with anti-social behaviour and violent crimes accounting for 67% of all reported crime.</p> <p>14.4% of all housing in Andover is classed as Social Rented, 95.3% of the population is from the United Kingdom (91.4%) and EU (3.6%). Andover has one FE college, three secondary schools and ten primary schools.</p> <p>Andover is a tight community with a unique identity and has a demographic population of 5-18 year olds and 45-85 year olds that is higher than the national average.</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>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p>
<p>Andover Radio proposes to provide its service for the town of Andover.</p> <p>Given the geographical location of Andover and the topography, we are confident that our commissioned transmission plot (below) will ensure an encased broadcast area with little or no opportunity for extraneous interference should a suitable frequency be allocated.</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 describe your programme service.</p> <p>Question B relates to how your output will serve the</p>	<p>The law requires applicants to state their proposals for providing a service that would:</p> <p>(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);</p>

tastes and interests of your target community.

Question C is about how your service will **broaden the range of local** (non-BBC) **services** available in your area.

Later in this form you will be asked to draft your own 'key commitments'. This will form the basis of your licence and is what Ofcom will judge you against. It should include a summary of your proposed programme output as set out below and reflect your commitment to cater for relevant tastes and interests, to broaden the range of relevant programmes and services and to provide a service with a distinct nature and content as set out in the Guidance Notes in the column opposite.

- (ii) *broaden the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities;*
- (iii) *broaden the overall range of such non-BBC local services provided in the area concerned; and*
- (iv) *have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.*

Ofcom is required to consider the extent to which an applicant's proposals will cater for the tastes and interests of members of its target community or communities.

Ofcom is also required to consider the extent to which proposals for a community radio station would broaden the range of programmes available by way of non-BBC local services (both commercial and community stations) in the area concerned (especially, the extent to which a proposed service would have a distinct nature or provide distinct content from any overlapping non-BBC local services).

The information given here should be more detailed than what you set out in your draft key commitments (later in this form), and will help us gain a fuller understanding of how you will serve your target community and what the station will sound like.

4. Programming output

A: Please tell us about your programme service. The following questions may help you describe your programme service (but should only be used as a guide):

- What will the service sound like?
- What music will you play?
- What are the main speech elements of the service and how will the social gain/community benefits you propose be reflected on-air?
- What is the likely music to speech ratio?
- Will this vary at different times of the day or week (or year)?
- Do you intend to broadcast live output? If so when and how much do you propose to do?
- Will you broadcast in languages other than English (what languages and how much)?
- Will your output be original i.e. specifically produced for your service?
- Will it be locally produced?
- Do you intend to repeat material?

Answer in fewer than 1,000 words:

With an entirely distinctive sound, feel and appeal to the area, Andover Radio would be unashamedly local with a proposed strap-line of "Absolutely Andover". We intend to focus on local content delivery to ensure the radio station is providing a continuous stream of useable information to the town.

All content will be produced and presented from accessible studios in the centre of Andover. Given the cultural make-up of the town, we intend that all programmes will be broadcast in English.

Local news, local what's on and event information, in-studio and in-town interviews and short-form content relating to the 200+ charitable and volunteer organisations in the town will feature heavily. Daytime, this will be surrounded by familiar music from the past 65 years, with less focus on current chart hits, thus extending the breadth of musical choice available in the area.

With a focus on delivering 'useable' content, we would engage and train local people to enable them to deliver social action content such as local sports information, Crimestoppers features, health and lifestyle features, job vacancy and employability features. Town-relevant travel information and meaningful weather forecasts exclusively for the town would also be prominent as well as features such as gig guides and locally produced entertainment and arts features.

It is intended that a core part of our strategy will be for the radio station to be out of the studio and in the area it serves as frequently and as regularly as possible. This will enable us to have a constant

one-to-one connection with the community.

We propose a variety of speech-led and specialist music programmes in the evenings and weekends, which will be provided by people trained in broadcasting skills to a professional standard.

We intend to consult fully with those living, working and studying in Andover before committing precisely to specialist music programmes, but based on initial responses, they are likely to include genres like Jazz, Rock, unsigned Local Bands, Nostalgia and disco.

Speech programming will expand on our daytime features, with programme strands focusing on matters such as events, crime reduction, employment opportunities, education, business, the arts, health and lifestyle and sports as well as general matters of interest to local people which may arise from time to time.

We intend to broadcast programming where key members of the statutory sector are invited to the radio station to openly discuss and answer questions from local people about relevant matters.

We would like to reserve the option of repeating these programmes at least once within a week of original broadcast. Short-form features would be repeated through the day or week as appropriate to ensure maximum audience exposure.

Through our association with Andover College, we intend to create a series of legacy audio documentaries about the area and its people which will be broadcast regularly. Part of this will be "Day in the Life..." where we focus on a key individual in the local area.

Local news content will be broadcast hourly throughout the day (7am – 7pm). This will be prepared in association with the local newspaper, Andover Advertiser, Andover Gazette, the town's local information website andovertown.co.uk and/or the town's news-led Social Media platform AndoverUK.

We have offered and received enthusiastic responses from local event organisers to provide live broadcasts from some of the town's most prolific events.

We propose to provide a service with a Music to Speech ratio of 75:25 with variations at the weekends. If successful, we propose to broadcast a live preak-time programmes at Breakfast and Drive-time. Other programmes may be live or 'voice-tracked', making use of available technology. We do not intend to broadcast any 'content-less automation' or 'non-stop music programmes'.

It is intended that all programming will be original and locally produced, however, given the growing amount of quality content being generated from other community radio stations we wish to reserve the opportunity to broadcast some non-locally generated programming in case such programmes might be of interest to our audience.

As such and to absolutely ensure compliance, we will commit to 12 hours of original and 20 hours of locally-produced output per day.

"We wish Andover Radio success with their application for a community radio licence for Andover. We place high value on the important role that local radio has to play in local democracy – by giving a voice to residents and organisations."

– **S. Southgate, Hampshire County Council**

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:

Andover Radio's output is designed from the Group having an intimate knowledge of the area, having existing links with education and community organisations, local businesses and local authorities as well as an understanding through residential experience and market research of the needs, desires and hopes of the town.

Andover is notable for its incredible amount of community initiatives and having had a locally-based commercial radio service (Andover Sound), the town has experienced the benefits of having an accessible radio station which provides constant and exclusive community content for the Andover area. As such, we propose to provide local content and encourage discussion that is not an option through the existing networked and co-located commercial radio station.

Daytime programmes are fuelled by otherwise unavailable local content and are surrounded by a breadth and mixture of music beyond than that of any existing radio service. We will also be using local people who pass through our training programmes to host and provide content for programmes.

Evening and weekend programmes will be more specialised in nature. Different to any existing commercial radio service, these will be unique music and speech based programmes which offer a further chance for local people to exhibit their talents and passions to a wider audience.

Coverage of a full range of local sports, specialist music and dedicated speech programmes will comprise evening and weekend programmes. As an example, our relationship with Andover Talking Newspapers will be a mutually beneficial service unavailable in any other way.

With studios in Andover, we will be consistently active in the area in ways that cannot be technically or editorially entertained by existing services.

Because of the board's experience in multi-media content (radio, online and social media), we intend to ensure that there is a consistent connection with the audience to ensure we are accurately reflecting the mood, attitude and needs of the area. This is enhanced by the existence of our Advisory Board, comprising members of appropriate sectors of the community.

“Andover Town Council... voted unanimously that local community radio would be of enormous benefit to the people of Andover. The Town Council is very supportive of your plans to have the community participate in your broadcasts. The plan to give local people communication and life skills will be an invaluable resource. If successful, we would like to offer any support we can to ensure your scheme is a success.”

– *Andover Town Council*

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 are two local commercial radio services that can be heard in Andover. These stations are Heart and The Breeze, both of which have co-location agreements and both of which provide 'networked' music-based programming.

There is near-by community radio service in Castledown Radio (Tidworth and Ludgershall); this service's FM frequency cannot be heard in Andover. Salisbury's Spire FM is near, but is not close enough to have any editorial interest in the Andover marketplace.

As described above, by design, our entire output will extend the range, content and style of programmes available on the FM band, Andover Radio will be suitably distinct from other services, as above.

We are proud to have an honest and open dialogue with Celador Radio's CEO Carol Edwards and we are both agreed in the obvious points of difference between our operations and are confident that we would complement each other's services.

In an off-air monitoring exercise of The Breeze (September 19th -23rd 2015), the amount of Andover-related content is limited. On average (excluding commercial airtime), we found that only 2.4% of each hour was given to references about Andover.

Our service will be "Absolutely Andover" with a level of understanding of the local marketplace that simply cannot be replicated by operators based outside the town. We aim to positively promote and showcase campaigns, talent and events in the town - particularly those on such a small scale that they would otherwise find it hard to achieve any form of notable media coverage.

We believe that our service will be immediately identifiable by listeners and be distinctively different from other services by way of:

- Obvious sense of local pride across all strands of programming
- Committed and exclusively relevant local news bulletins
- Daytime music policy
- A variety of styles in evening/weekend specialist speech and music programming
- All speech output will be hyper-local, including more detailed local weather forecasts, relevant travel news, local sport, job vacancies, local events, local arts etc
- Speech content in general programming matter that is clearly exclusively Andover-centric; discussion, studio guests and the encouragement of live audience interaction

We also believe that our services will be immediately distinctive from any other service due to:

- Volume and exclusivity of locally created content
- Continual encouragement of participation by local people and organisations
- Studio location and accessibility
- Commitment to providing and promoting local social cohesion
- Pro-active engagement with and visibility in the community
- Visibility and participation in the local area

“We are looking forward to the opportunity to practically and financially supporting Andover Radio’s plans for improving employability skills in the town.”

– **L. Armstrong, Director, Active Staff Andover**

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"> <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> <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 driving force of Andover Radio is the provision of a positive and practical on- and off-air outlet to benefit the people, businesses and organisations of Andover.</p> <p>Andover Radio has been designed to connect all parts of the community - based on our unique understanding of its existing and future needs and demands which are underserved by existing broadcast media.</p>	

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

Promoting active citizenship, Andover Radio will be accessible by local people of all ages and abilities. With studios planned inside the campus of Andover College our offices and broadcast facilities will not only be physically accessible by all, but our training courses will actively seek inclusion from members of all sectors of the community. If successful, we will work with existing and future local groups to further identify communities of benefit.

The editorial construction of the speech content of Andover Radio will provide a sense of social cohesion, built on the premise of enabling a variety of social gain benefits to listeners. These include, but are not limited to:

- Encouraging and giving feature-led coverage for local charities and not-for-profit community organisations
- Enabling discussion and conversation about activities, decisions and other such matters that are exclusively peculiar to Andover.
- Providing a mouthpiece for key local people, organisations and statutory bodies
- Encouraging volunteering, active citizenship and the promotion of volunteering opportunities and benefits
- Providing local people with the opportunity to call to account local decision makers
- Crime prevention and crime reduction messages in agreement with Hampshire Police
- Current job vacancies and the improvement of employability information
- A central location for the training of local people (particularly young people) in transferable skills based around building confidence and improving communication skills
- Providing an outlet for local start-ups and smaller businesses to sample the benefits of radio as a marketing platform
- Providing an outlet for local sports teams and groups

“News of this radio station made me very excited. Andover is a town that is full of extraordinary people that should be recognised by everyone living or working in Andover, and finding media channels that support this aim is invaluable... its willingness to support causes, community groups and even individuals is something I have longed for in this town.”

– **H. Southwood, Vice-Chairman, Pride of Andover Awards**

With the Company's directors having been involved in every single one of the town's major events such as Pride of Andover Awards, Test Valley Business Awards, Andover and District Sports Awards, Andover Carnival and A-Fest, if successful, Andover Radio will be committed to providing support by way of on-air coverage and 'live broadcasts' for and from these high profile annual events.

“I support Andover Radio's plans to help us promote business excellence in the area. Particularly as they would be prepared to broadcast our high-profile event live on-air. Improvement of the economic landscape of Andover is of paramount importance and I believe that Andover Radio would be a strong player in help to achieve this.”

– **E. Thomas, Test Valley Business Awards**

As a member of the Andover Town Centre Partnership (ATCP), Andover Radio has the full support of its members and with the unanimous support of Test Valley Borough Council and Andover Town Council, we intend to provide an affordable marketing platform for the huge number of smaller owner-manager businesses in the town who may not be able to afford the advertising rates of extant media outlets.

As a member of ATCP we will be committed to not only radiating a positive commercial image of Andover, but also to fully support and offer new ways of promoting the benefits of High Street shopping and encouraging economic growth.

Our training and accreditation programmes led by a professional communications training consultant will not only teach broadcast radio skills, but provide the wider benefits of meeting deadlines, teamwork, literacy and promoting an inclusive and tolerant attitude. Part of these training programmes will be to teach digital literacy through the generation of local content, to a broadcast (and publishing) standard so that we may create a group of local 'reporters'.

“It is important for the community to have a local voice to share local news and events. I look forward to having this facility in Andover again. Local radio can be the hub of a community ensuring that everyone feels part of that community. Very little news is now broadcast that

relates to Andover itself. We need radio that supports all in the community.”

– **Cllr B. Long, Vice-Chairman, Andover Town Council**

These training programmes will be available to all in the local area, but have notably been enthusiastically embraced by Andover College, John Hanson Community School and Alamein Community Association, with an emphasis on encouraging young people into sustainable employment.

With particular attention to local schools, Andover Radio will construct a strong framework for a beneficial programme of work experience and work placements.

On a day-to-day basis, our programming will simply empower all parts of the community by providing a continual local information stream. With the notion that “when it’s really bad, radio has to be really good”, we are committed to reacting quickly, appropriately and professionally to ‘emergency issues’ that occasionally arise in the town, such as missing people, severe weather, incidents, road closures and Police appeals for witnesses.

“Andover Radio would be a huge benefit to the community, where people can come to your studios and talk about the positive things and events they are doing... and if there is any sort of problem or tragedy in town, people here come together and I can really understand the value your radio station will give this town”.

– **Cllr I. Andersen, Worshipful Mayor of Test Valley**

There is a wide-range of local sporting teams in Andover, notably Andover Town FC, Andover Hockey Club, Andover RFC and Andover Athletic Club. Each of these is seen as key community assets and we are committed to providing coverage of their activities. We have discussed the opportunity to investigate providing a commentary service for Andover Town FC and we remain committed to supporting their fundraising and membership recruitment campaigns.

“We are enthusiastic about Andover Radio as the radio station will promote community engagement. A close relationship with a community-based radio station would be welcome so we can explore ways of working in partnership to promote the Club with wider communication.”

– **S. Barlow, Chairman, Andover Town Football Club**

Our plans to provide coverage of sporting events has been encouraged by the offer of financial support from Valley Leisure, owners of the town’s leisure facility Andover Leisure Centre. With Valley Leisure, we have discussed the creation and delivery of creative, constructive and encouraging content based around health, fitness and lifestyle.

“This is great for the local community and a place for Andover Leisure Centre to advertise.”

– **L. Phaure, Communications Manager, Andover Leisure Centre**

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>

Answer in fewer than 400 words:

Over the course of the first year, Andover Radio anticipates giving 83 local people the chance to gain structured valuable hands-on training and practical participation with Andover Radio.

Conscious that over committing to volunteer input for the purposes of looking good in an application

means the potential to fall short in delivery, we have meticulously calculated - following consultations with local organisations and education representatives - the opportunities for local people to gain experience with Andover Radio.

We want to ensure anyone participating in our service gets something useful and beneficial with tangible outcomes and outputs. In addition, we intend that local charities and not-for-profit organisations can be taught to create their own pre-recorded content for our "Andover Action" feature and make it 'ready for broadcast'.

Opportunity	Number of participants
Volunteer Presenters (Daytime)	3
Volunteer Presenters (Evenings and Weekend)	11
Reporters (Local content, sports etc)	6
Work Experience	10
Work Placement	3
Training Course (Adults)	10
Training Course (Young People)	10
Andover Action	30
TOTAL	83

All on-air production and presentation and off-air support positions are open to any local resident, in an 'Open Door' style policy.

Although we have purposefully adopted an "All from Andover" approach with the intention of not turning anyone away who wants to participate, we are conscious of the necessity to limit available spaces as we initially anticipate a significant amount of interest and we have limited resources. We are also committed to ensuring that participating individuals complete our accreditation process.

Our accreditation process will include a growth structure through training where individuals are enabled to research, produce then present pre-recorded features - leading onto live programme presentation, if applicable.

Initially the operational positions are occupied by the board of directors and management, however we will actively encourage the development of individuals internally to learn new skills and will work to empower competent individuals to develop these skills to such an extent that they may be asked to participate in the operational aspects of the business' operation. We would consider it a natural reward if a local person or people were to progress to board level management.

Andover Radio will actively promote these opportunities through our partners, Andover Advertiser, AndoverTown, AndoverUK, Andover Gazette and our one-to-one communications with local organisations such as Test Valley Community Services ahead of our launch date. Thereafter we will solicit for interest through our own online portals and, of course, on-air.

Consistently, local residents will be encouraged to participate in the more fun aspects of community radio broadcasting, such as competitions, promotions, campaigns, interviews, phone-ins etc.

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:

Andover Radio's offices and studios are planned to be incorporated into available space at Andover College. These facilities are part of a new building which has both 24 hour and disabled access.

This operational centre for the radio station will have at least two studios and will be open to all; studio accessibility for broadcast and training will be appropriately managed using a controlled online booking system.

We have a professional radio broadcaster who is the radio station's Training Manager who will oversee the creation and delivery of all training programmes.

As discussed, there are a number of ways that local people can participate in our service, the largest of which is our broadcast accreditation system and training courses. The existence of both are provided not only to teach skills in broadcast radio, but also to teach a wider set of transferable skills such as computer, administration and communication skills (written and verbal) as well as working individually (meeting deadlines etc) as part of a team (tolerance etc). Our agreed association with the local newspaper supports these plans and provides a further media outlet for trainees.

Broadcast accreditation includes technical training for use in our studio facility, sessions on understanding the essential matter of compliance with Ofcom regulations etc, microphone techniques, interviewing and presentation skills. These are managed on a one-to-one basis where necessary and understanding that different people have differing levels of ability and availability, the accreditation process has no fixed duration.

Our training courses are more structured and will run one day a week for 10 weeks. These courses are designed to offer a wider set of skills than simply broadcast training, but use radio as the focal point, culminating in the production and/or presentation of on-air content. We have already identified and agreed in principle the opportunity to work with local secondary, further and higher education schools and colleges to design a training programme specifically for the town's young people.

Despite Andover being a relatively small area geographically, we are conscious that with areas of the town like Alamein being one of the most deprived in the UK, we are prepared to provide an 'outreach' solution where the radio station will work hand-in-hand with community associations and organisations and visit these areas, taking portable recording and editing facilities to encourage participation.

Sourcing appropriate funding will be delegated to the Community Director who will apply for specific training grants for which we are eligible.

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>If awarded a licence to broadcast, Andover Radio will proudly consider itself a community asset. Fully accountable to the area it serves, we are open to public contact through all conceivable methods.</p> <p>These methods include the ability for listeners to contact us via:</p> <ul style="list-style-type: none"> • a website which has the ability for comments on each post • appropriate contact email address(es) • an open and responsive Social Media network (including Twitter, Facebook etc) • a local telephone number (office enquiries and direct to studio) • visitors to our town centre and accessible offices and studios are welcome <p>In a more structured manner, our Advisory Board will ensure that the radio station remains on-track and conforms to its Key Commitments. Individual members of our Advisory Board are from each of</p>	

the relevant sectors of the community (Training, Education, Statutory, Public, Private, Volunteer, Young People). Positions on this Board are confirmed, but on award we may entertain the inclusion of representatives from additional organisations if appropriate and agreed by the members of the Advisory Board.

We are members of the Andover Town Centre Partnership and Test Valley Community Services and will be accountable to the members of these organisations.

Internally we have already prepared the appropriate policies, such as Induction, Diversity, Equality, Complaints, Conflict of Interest, Data Protection, Accident Reporting, safeguarding young people, Privacy etc. These will all be made available on our website and will be provided (and signed where appropriate) by participants.

Aware of the changing nature of a marketplace with a population growth forecast such as Andover, the radio station will be open to continually assessing changes to its operation and programming output to best reflect the changing profile of the town.

In the event of a complaint being received, it will be handled by the Board of Directors and defer to the Advisory Board and/or the regulator, if appropriate. All complaints will be handled swiftly and appropriately. An accurate and up-to-date 'Public File' will be prominently placed on our website.

Although we believe our 'Open Door' policy, the existence of the Advisory Board and other methods as above, should be sufficient to ensure we remain fully accessible by the community, we additionally plan to hold an open public meeting, led by the Advisory Board, once per year to glean further response from local people and organisations. Again, a facility not provided by existing local media.

Through our participation opportunities, our accessibility commitments and our accountability, we believe that we will give local people a real sense of ownership of Andover Radio.

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]	Andover 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.]	The residents of Andover, Hampshire and its immediately surrounding villages
Proposed area [State the proposed coverage area as set out in section 3.]	Andover, Hampshire
Programming output [This should be a summary of the answer you have given in section 4, in no more than 200 words] Andover Radio is committed to serving the people who live, work and study in Andover, with an entirely distinctive sound, feel and appeal to the area. <ul style="list-style-type: none"> • Output will be typically 75% music and 25% speech; programming will have a higher ratio of music in late evenings and overnight. • Daytime music output will comprise a selection of familiar music from the 1950s to date. • Specialist music programmes will be broadcast in the evenings and weekends and will feature 	

genres such as jazz, rock, unsigned local bands and nostalgia

- Local news will be broadcast hourly from 7am – 7pm.
- Speech output will include local and community news and information, what's on, interviews and discussion on matters of local interest. Topics covered will include local and community sport, crime prevention, health and lifestyle, job vacancies and employability, gig guides and other local arts and entertainment features, as well as content relating to the 200+ charitable and volunteer organisations in the town.
- We will provide at least 12 hours of locally-produced output per day.
- We will provide at least 20 hours of original output per day.
- Andover Radio's studios will be based in the licensed transmission area.

Live and/or original output: [what are the minimum hours per day or week that the service will broadcast live and/or original output? (content specifically produced for this service (but excluding repeats and automated material).]

Locally-made programming: [what proportion of output will be locally-made?]

Studio location: [This should be in the proposed coverage area.]

Social gain

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

Andover Radio provides a positive and practical on- and off-air outlet to benefit the people, businesses and volunteer and charitable organisations of Andover, while fostering a sense of social cohesion.

- We will provide coverage for local charities, volunteer and not-for-profit organisations.
- We will highlight and enable discussion on local issues and matters of local interest.
- We will provide a platform for key local people - including, but not limited to, politicians, organisations and statutory bodies as well as providing opportunities for local people to call such decision makers to account.
- We will encourage and promote the benefits of volunteering, as well as promoting specific volunteering opportunities.
- We will broadcast crime prevention and crime reduction messages.
- We will provide affordable marketing solutions to assist in the town's economic growth.
- We will advertise current job vacancies and provide a platform for employability information.
- We will publicise and participate in local community events.
- We will provide a platform for local sports teams, clubs and organisations to promote the benefits of health and fitness and participation in community sport.
- We will react quickly, appropriately and professionally to local 'emergency issues'.

Participation in the service

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

- We will provide local people with opportunities to gain structured, valuable and hands-on training and practical participation.
- We will enable local charities and not-for-profit organisations to create their own pre-recorded content.
- We will provide meaningful work experience and work placements for young people.
- We will actively encourage the development of all volunteers to learn new skills and these volunteer will have the opportunity to participate in operational aspects of the business' operation.
- Andover Radio will actively promote all opportunities for participation on-air, online and through other media platforms where possible.

Access to facilities and training

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

- We will create and deliver appropriate structured training courses.
- We will offer these training opportunities to the whole of the Andover community, based at our accessible studios.

- Structured training courses will run throughout the year.
- Andover Radio will have at least two studios to enable such training.

Accountability

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

- Andover Radio will have an Advisory Board comprising individuals from key sectors of the community.
- Andover Radio will hold an annual public meeting to garner response, suggestion and comment from listeners.
- Andover Radio will be contactable in person, by telephone and through digital methods of communication.

[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).</i></p> <p><i>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: Andover Radio Limited</p> <p>Date of registration: 22 September 2015</p> <p>Company registration number: 09788838</p> <p>Type of company (or other body corporate): Limited by guarantee</p> <p>Where your body is not a company, please explain how it meets the requirement to be a body corporate: 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"> • all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the 	<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</i></p>

<p>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.)</p> <ul style="list-style-type: none"> • details of any individual, company or other body that may exert control over the applicant. 	<p><i>or will be conducted in most cases or in significant respects.</i></p>
<p>Andover Radio Limited is a company limited by guarantee, whereby there are no shareholders and the company is prohibited from distributing profits to its members. Any surplus money will be reinvested into the radio station or provided for the benefit of the wider Andover community.</p> <p>The Company is wholly controlled by three founding members, namely David Harber, Maurice Sweeney and Richard Belle, as described in sections 11 and 12 below.</p> <p>There are no plans to change the founding members or the number of members.</p>	

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <p>A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details).</p> <p>An indication of management structure (e.g. management committee or equivalent, if applicable), and/or</p> <p>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>	<p>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.</p>
<p>Board of Directors</p> <ul style="list-style-type: none"> • David Harber – Managing Director (<i>paid, full-time</i>) • Maurice Sweeney – Community Director (<i>paid, part-time</i>) • Richard Belle – Content Director (<i>paid, full-time</i>) <p>Advisory Board</p> <ul style="list-style-type: none"> • Steve Randall – Director Communication Generation (Training) (<i>paid, part-time</i>) • Michael Adams – John Hanson Community School (Education) (<i>unpaid</i>) • Cllr Iris Andersen – Mayor of Test Valley (Statutory) (<i>unpaid</i>) • Terry Bishop – Chief Executive Test Valley Community Services (Community) (<i>unpaid</i>) • David Gleave – Economic Development Director Test Valley Borough Council (Public) (<i>unpaid</i>) • Chris Gregory – Andover Town Centre Partnership (Small Business and High Street) (<i>unpaid</i>) • Chris Jackson – Let Me Drive You (Private) (<i>unpaid</i>) • Jordan Simcox – Young Person (Youth Representative) (<i>unpaid</i>) <p>The operation of Andover Radio is designed from managerial and operational experience with other community (and commercial) radio stations in the UK.</p> <p>The management team, comprise the three members of the Board of Directors and the Training Manager (who sits on the Advisory Board). All four are paid staff members. Experience has been separated into key areas of operation:</p> <ul style="list-style-type: none"> • Managing Director – Overall management of operation • Content Director – On-air editorial and output • Community Director – Off-air, community liaison and grant funding 	

- Training Manager – Volunteer management and training

The Training Manager, Content Manager and Managing Director are fully versed in an understanding of Ofcom regulations. The Managing Director has ultimate responsibility for the operation of the business and compliance.

The Advisory Board will sit a minimum of once per quarter and exists to ensure the radio station is meeting its obligations to the community and the regulator.

All other roles are voluntary and are to be agreed post-licence award.

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.*

Answer (for each director):

Name: David Harber

Employment: Employed, Managing Director Radio Response

Other directorships: Media Response Limited

Name: Maurice Sweeney

Employment: Empowering Communities and Disabilities Officer, Test Valley Community Services

Other directorships: n/a

Name: Richard Belle

Employment: Self-employed PR, publicity and digital content creator

Other directorships: Breakers Andover CIC

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: Steve Randall

Employment: Company Director

Other directorships: Communication Generation Ltd, SR Media Ltd and Infotalk Content Ltd

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):

Andover Radio has four paid employees (two full-time and two part-time).

- Managing Director (Paid, Full-time)
- Content Director (Paid, Full-time)
- Community Director (Paid, Part-time, 18 hours per week)
- Training Manager (Paid, Part-time, 18 hours per week)



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>Andover Radio is a new entity, the Company existing exclusively for the purposes of applying for a community radio licence for Andover.</p> <p>In late 2014, a number of local individuals from different sectors of the community independently discussed with the four named founding-members (“the Group”) the clear need for community-focussed radio station in Andover. Specifically, this demand followed the sale of Andover Sound to Celador Radio in 2011 and its subsequent reduction in local on-air content and removal of any local studios.</p> <p>The Group met and agreed to investigate the potential for a community radio licence for Andover in September 2015.</p> <p>With a very short space of time to research the potential for such a station, the unanimous support gleaned from key strategic partners in the area was such that the Company was formed in mid-September.</p> <p>In the seven weeks since agreement to apply, the Group have been active in the Andover marketplace, gathering evidence and clarifying the needs and feelings of the town from individuals,</p>	

businesses and community and volunteer sector organisations.

The Managing Director and Training Manager both have radio experience in Andover, having worked with Andover Sound and The Breeze.

The Content Director and Community Director have previously been involved in a number of bursts of online radio activity for local events.

Andover Radio is a member of Test Valley Community Services and Andover Town Centre Partnership.

The Group announced its intention to apply for a community radio licence for Andover on September 6th 2015, since then it has easily gained support from the most prominent individuals and organisations in the town including the Member of Parliament, College, schools, local authority, community services, charities, businesses and members of the public (see Section 15).

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

Answer in fewer than 150 words:

The Group's broadcasting experience is spread across the individual founding members of the Group. With experience not only in radio management, but also in the local marketplace.

David Harber and Steve Randall have 49 years of radio broadcasting and management experience between them.

The remaining two members of the Board of Directors, Richard Belle and Maurice Sweeney, although never having been employed in the radio industry, had identified the benefits of community radio in the Andover in 2013 and were part of an occasional short-term internet radio service which, notably, had promoted and given coverage to a number of local events including the annual Andover Carnival and the popular local music event, A-Fest.

Andover Radio currently exists as a 'showcase' internet radio station available at www.andoverradio.co.uk.

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:

Director Maurice Sweeney has a successful track record in acquiring public funding from various sources. He has experience and qualifications in the training and support for individuals and groups through his 21 years experience working in the charity and volunteer sector. He also has direct contact with the 206 members of Test Valley Community Services.

Richard Belle has been a pro-active part of the Andover community for many years, identifying a need for and providing a number of not-for-profit solutions to connect and engage local residents. Having created www.andovertown.co.uk and its associated Social Media outlets, since 2011 his platforms are a central point for local people receiving content. Richard is a trained journalist and remains in continual contact with local charities, businesses and the local authority.

David Harber has been an independent marketing consultant for a number of local businesses since 2011 and Steve Randall is a professional communications training consultant, again working with Andover businesses and organisations.

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:

As Sections 12 and 14, above.

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service. 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 	<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</i></p>

<p>practically and/or financially to your operations, or which would expect to collaborate with you in joint activities;</p> <ul style="list-style-type: none"> 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>believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions. Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p>Answer in fewer than 1,000 words:</p> <p>Our activity to assess the level of support from the Andover marketplace began on 6th September 2015. In this time, we have gained unequivocal support from the local MP, all three local authorities (County, Borough and Town), local educational establishments, charitable organisations, businesses and business support groups and high profile members of the Andover landscape. Everyone we have spoken to have offered their support, without hesitation.</p> <p>An ad hoc, High Street survey of 127 people in Andover on September 28th with the simple question, "Do you think you or other people in the town would benefit from a community radio station which has with information and programmes specifically for and about Andover?" gave a 97.6% positive response.</p> <p>"This is especially important in a town with relatively self contained housing and labour markets. Andover is a growing town with something like 5,000 new homes being built... With so much happening it is important that Andover has its own, strong voice which is able to express a positive and optimistic message for the future. Andover Radio is good for business and good for the community as a whole".</p> <p>– D Gleave, Economic Development Officer, Test Valley Borough Council.</p> <p>"It's a great idea! Andover is a town that has a close knit community so having a radio station that gives voice to that, in a positive way, is a great thing. We've got to work quite hard on the identity of Andover. We need to shout a lot more about Andover... and shout about its success, so I hope the radio station will help us do that."</p> <p>– Kit Malthouse MP, Andover</p> <p>"Andover deserves a community station that not only reflects but also supports the particular social and economic issues that face a small semi-rural town with larger commercial centres within 20 miles. We'll happily financially support your enterprising plans to engage with the local community".</p> <p>– K Farrer, Managing Director, International Furniture.</p> <p>"Andover Radio's intention to give focus to community activities, events and organisations recognises the strength and extent of the voluntary sector within the Town. They will be able to provide both a mouthpiece for voluntary organisations and also the publicity and support which will enable those organisations to continue to grow and prosper. Their commitment to teaching verbal and communication skills (as well as a broader agenda around teamwork, meeting deadlines, tolerance etc) has the potential to make a valuable contribution to the 'skills agenda' which is an important part of enabling Andover to fulfil its potential as a 'Step-Up' town in the Strategic Economic Plan of the Enterprise M3 LEP".</p> <p>– Clr Ian Carr, Leader of Test Valley Borough Council</p> <p>"Andover Radio will assist us to get relevant crime prevention and crime reduction information into the public domain that may be directly affected. Crime is often committed in small geographic areas of the town. By having a local radio station, local police officers and police and community support officers can become better known by their communities."</p> <p>– Chief Inspector K Thorne, Hampshire Constabulary</p> <p>"With a core aim of getting more people, more active so that we can play a positive part in ensuring the health and well being of our local communities, Andover Radio would be an important channel for us in communicating and engaging with the community and we would be very interested in working in partnership with you to raise the profile of the vast array of opportunities to engage in sport and physical activity across the local area.."</p>	

– **K Paterson, Chief Executive, Valley Leisure**

“The plans for Andover Radio are extremely encouraging and I can see the huge social benefit that the radio station will have on the community and voluntary groups in Andover that TVCS support. We look forward to developing a mutually beneficial relationship”

– **T Bishop, Chief Executive, Test Valley Community Services**

“We will keep our fingers crossed that you are successful and this leads to a great working relationship going forward. How exciting”.

– **H Whittam, Venue Director, The Lights.**

“We are proactive in encouraging students to express their views and build their confidence. Your plans could give our students some opportunities to develop these skills further. One of our key foci is to improve literacy across the curriculum. Preparing material for [radio] would provide an excellent challenge for our students. Andover Radio would allow schools in the town to share with the local community some of the exciting events and activities that involve their students – whether it be music, drama, sport, discussion, news or reporting on special guest visitors to school.”

– **M Adams, Assistant Headteacher, John Hanson Community School**

“The group’s plans to provide access to the airwaves and training programmes for local people who can progress to be influential in the operation of the radio station and its output are inspiring. The team behind Andover Radio understand this town and we are fully supportive of their exciting plans to connect the community through radio.”

– **M Lazenby, Owner, Weyhill Fair**

“We would welcome a new opportunity to raise our profile, raise awareness of our work, events and fundraisers etc that will benefit the children. We have really struggled to access radio coverage from other channels and would welcome an Andover specific station.”

– **S Affleck, Charity Executive, Andover Young Carers**

“We are excited about your plans to provide an accessible radio station... I am looking forward to the opportunity to come to your studios, as we are both focused on the aims of realising young people’s potential as responsible citizens in Andover. I look forward to getting publicity for our art exhibitions at Ace Framing with that personal touch that only local radio can provide.”

– **V McGarry, 23rd Andover Scouts and Owner of Ace Framing**

These are just a small example of the level of support we have gathered. Our collaborative thinking and proposal of a service of genuine social gain for the community has given us coverage in the area’s printed media including the local printed press (examples of which can be seen at www.andoverradio.co.uk/press).

Andover residents who have responded to a form on our website produced in excess of 150 (100%) additional messages of support.

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?	N/A
Transmission site address:	What is the postal address and post code:	The Quality Hotel, Micheldever Road, Andover SP11 6LA
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	SU 374 451

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About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	116m
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	20m
	What is the height, in metres, of the transmitting antenna AGL?	10m
	Please supply photographs of the transmitter mast / building and aerial location.	✓ 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?	No
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.	We have an agreement in principle to house our transmission site at these premises.
<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:	David Harber	
E-mail:	david.harber@andoverradio.co.uk	
Website:	www.andoverradio.co.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	
APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS	
1.	In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that

body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities		
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).	David Harber is a director of and 100% shareholder in Media Response Limited	David Harber is a director of and 100% shareholder in Media Response Limited
Other interests		
2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)		
Answer:		
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.		
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.

David Harber

(Name of person)

Managing Director, Andover Radio

(Title or position in the applicant group)

19th October 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.