



Community radio licence application form

Version 4

Fiesta FM

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>
Fiesta FM Community 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>

Answer in fewer than 300 words:

We define our target audience as the ethnic minority communities, further defined as the Hispanic (Central and South American and North American), Spanish and Portuguese communities within the coverage area of transmission.

The ethnic minority population in the city is estimated at 17.3% - compared to 16.4% nationally in similar 'core cities. There is no definitive census question on Hispanic, Spanish or Portuguese ethnicity and as such these are classed as 'Other -White' (source: Southampton Connect profile report 2012).

Bassett, Freemantle, Millbrook, Portswood, Shirley and Swaythling wards hold the highest number of 'Other White' residents of which a sizeable number are from our target community.

The 2011 Census data gives the first opportunity, since the last census in 2001, to look at the ethnicity of residents in detail. The 'Other White' population, which includes migrants from Europe, has increased in the last ten years by over 212% from 5,519 to 17,461 (or 7.4% of the population). This means that approximately 22.4% of the population are not 'White British'.

In Southampton 17.6% of residents were born outside of the UK; this is a higher proportion than in any other similar authorities. Nearly 16,000 Southampton residents were born in EU countries. Just over 2,100 people are born from the Americas. Southampton also has a higher proportion of people for whom language may be a barrier than any of its comparator authorities (source: Public Health Southampton). There are 68 community languages spoken in the city (SEMS School Survey 2000).

Figures from Hampshire Constabulary show that over 350 racial incidents were recorded in Southampton in 2008 – ¼ of these in the target community whereas criminal activities in the target audience areas are highest in Millbrook and Freemantle.

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>
The proposed area to be served is Southampton and surrounding areas covering an 8 kilometre radius of urban and rural areas (including Eastleigh, Totton, Chandlers Ford and Chilworth) from the transmission site, typically postcodes SO14 to SO19	

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

- Will it be locally produced?
- Do you intend to repeat material?

Answer in fewer than 1,000 words:

Fiesta FM will provide a service that is reflective of multicultural Britain generally, but also one that particularly and distinctly reflects and celebrates the achievements, aspirations, culture and values of Latino, Portuguese and Spanish people. Whilst embracing and keeping alive the arts and culture of the Hispanic Diaspora and its derivatives, Fiesta FM will strive to be a vehicle for community cohesion, by encouraging and stimulating positive self-images and a “can do” attitude.

The main aim is to serve to Hispanic Community through the service information (Spanish and English news) and entertainment (different programmes and wide variety of music). Our idea is to play wide variety of music contemporary, new hits as well as old hits, creating a great mix between Spanish music, including Latin (Salsa, Merengue, Bachata and Regueton) and Spanish Pop-Rock Music and English Chart Music.

According to main speech elements, it is important to point out the right information provided through the Radio Station to make easier the adaptation to Hispanic community to the English culture giving the right tools for starting a new life in UK, specifically in Southampton.

Fiesta will broadcast mostly original and mostly locally produced programmes. We intend to broadcast live output, up to 10 hours a day with live programmes. Entertaining music and speech-based programmes will include music to suit all tastes and interviews with representatives from a wide range of local organisations. As well as broadcasting via the FM frequency, there will be simultaneous online streaming of our programmes. Extensive community information will also be posted on the station website: www.fiestafm.co.uk (under construction).

Fiesta FM has already begun broadcasting with the format a range of Live interview-based programmes online involving a wide variety of community group representatives together with specialist music shows including coverage of local sport, general chat and music programmes. This is the format that will form the basis of output for a five-year licence.

Our mission is to fulfil our objectives of social and community gain predominantly with entertaining and informative magazine format programmes. The ever-growing team of volunteers has been properly trained to produce and present programmes: as well as broadcasters with substantial experience in community radio production and presentation. Fiesta FM has attracted a team of enthusiastic newcomers who have adapted well to the pressures of programme presentation. While enthusiasm is a vital component in the make-up of our broadcasters, we firmly believe that to gain and retain listeners, presenters must attend our broadcasting training sessions to help ensure they are capable of producing interesting and entertaining programmes.

A feature of the programming will be the regular updating of community information and news from the above organisations. As such the aim of the station will be to provide an average music to speech ratio of 80:20 overall, rising to an average 40:60 in magazine programmes. Speech may increase in the daytime and similarly music may increase in the evening. There will be an automated overnight service where some material can be repeated. As a genuinely accessible community radio station we will open our doors to all local charities, health bodies, police, fire service, local government, voluntary groups and associations to enable them to promote their services, activities and facilities for the benefit of residents who may wish to take advantage of what such organisations have to offer.

Our locally produced music programmes reflect the tastes and interests of those that are not catered for by existing radio stations in Southampton. Our research has shown that our unique mix of chosen tracks, from across the Americas, Central and South America, and Spain, will establish a local station that will have specialist shows to attract all ages.

We anticipate that programming output will vary during peak or holiday seasons in line with local demand. As well as English, the station will broadcast in Spanish and Portuguese languages.

Most broadcasts will be original and produced locally to tailor for the targeted communities. We hope that this approach will provide people with a meaningful voice with which they can engage in wider social dialogue on a scale far larger than has been previously possible. Our tagline will be simple but effective: *Para ti, para mi para todo el mundo* which translates as For you, for me for everyone.

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:

Fiesta FM has a dynamic, forward thinking and original philosophy that is rooted in a vision for

bringing a unique style of radio to the airwaves. Fiesta FM will operate a schedule that reflects the interests, opinions and feelings of its target listeners.

Fiesta FM's philosophy tackles head-on the situation whereby few media services reflect the well-known and deservedly famous cultural wealth in the city of Southampton. Fiesta FM wants to celebrate the unique position of Southampton as a world city that is recognized for its music, culture and sport in a way few other cities are.

With the responsibility of having the ear of a generation and the target demographic, Fiesta FM will provide thought provoking news and talk that will look beyond a culture that often appears to be championed by corporate networks.

Fiesta FM's music play list will offer a broad range of modern music that will appeal directly to the target group and our music policy is built on quality and originality. As we build up our listenership through music and forward-thinking programming, Fiesta FM will communicate its socially aware philosophy through talk and debate. This programming will celebrate the listener's identity and individuality by offering a cultural guide to events around the city, workshops and groups that are active within the broadcast area. A rotating collection of targeted programs will provide the impetus for listeners to tune in regularly.

Fiesta FM will focus on music, community information and participatory programming covering relevant issues, local arts and culture as well as local producers and musicians.

The Hispanic community in Southampton are completely un-served by local radio and have been forced to turn to overseas stations in the hope of hearing music relevant to them and their community. Fiesta FM will deliver popular programming as become a source for local talent.

Our presenters will include well-known figures in the local community and around the music scene. We are constantly tracking what's trending and popular amongst the community in all aspects of music, fashion and lifestyle interests.

Requests/suggestions will be taken via social media, text, and the phone. These will all be noted and incorporated in our weekly playlist to ensure consistency. We will also continue to interact with the various communities with outside broadcasts, and road shows and will work closely with Southampton City Council as a key group in bringing culture to the city.

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:

Fiesta FM will be entirely unique with zero duplication of content or style with the commercial radio stations broadcasting to the area. There are no radio stations (community, commercial or BBC) that cater for the Hispanic multicultural population in Southampton. With a population that has risen some 24% since the last census, Fiesta FM can comfortably say it is targeting a sizeable and significant community. Fiesta FM will have a distinctive 'tone' and style unlike anything broadcast on other local community radio stations. No other station is aimed at – or accessible to - our target community. Fiesta FM will broadcast music, with community information and music from local artists. This format is now successfully catered for in many areas of London by community stations with a similar ethos to ours. Fiesta FM is already a local resource for potential training in radio production with our own workshops for radio training. A community FM licence will further help us recognise, develop and nurture local talent. This will also give young people on media studies courses in the area, and anyone with an interest in the community broadcasting an opportunity to succeed. It will give young people involved in media training within the area a goal to work towards.

Social gain

5. Social gain

Guidance Notes

Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.

Please tell us what community benefits your service will bring to your target community(ies) and/or the

Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.

The legislation sets out social gains that stations must provide. These are the achievement, in respect of

<p>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>individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <p><i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i></p> <p><i>(b) the facilitation of discussion and the expression of opinion,</i></p> <p><i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and</i></p> <p><i>(d) the better understanding of the particular community and the strengthening of links within it.</i></p> <p><i>Social gain may also include the achievement of other objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p> <p><i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i></p>
<p>Answer in fewer than 1,500 words:</p> <p>Fiesta FM will be aimed at various communities including new migrant and local communities. Fiesta FM will provide a variety of opportunities to facilitate discussion and encourage expression of opinion. Methods used will include multiple spaces for interaction such as forums, broadcasting, discussions and live web-based chat space where listeners can interact with other listeners, presenters, and guests, on-line text message board as well as live on-air phone-ins. We will deliver a wide range of services to our target communities resulting in social gain and residual benefit for the wider local public. These benefits are summarised below:</p> <ul style="list-style-type: none"> • In conjunction with local training providers, Fiesta FM will offer training in media and radio broadcasting and production for approximately 20 people per year with around 15 - 20 places per year as volunteers. In all cases mentor support will be given to ensure that learning is both monitored and properly validated with the involvement of experienced people. • Fiesta FM aims to promote community relations through bringing together different local communities through its programs and network of community volunteers. • Fiesta FM will provide information about local services and agencies in Southampton. • Fiesta FM will promote social inclusion, community cohesion and participation and offer support (advice) to the socially and economically disadvantaged including signposting. • Fiesta FM will offer advertising to, and help raise the profile of local enterprise, businesses and employment focused organisations. It will also provide information on jobs and careers. • Fiesta FM aims to develop new community activities to engage those people who may not be able to be involved due to variety of factors including disability, age, time or otherwise. Programmes may include those targeting the disabled, senior citizens, families, parents and the environment. • We will provide an open door policy • Specialist music programmes for local artists and groups to showcase their material as well as invite them into the studio and to promote local gigs. • We will have information sections on our website describing local issues 	

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

- Fiesta FM will fill the void in the target communities' entertainment requirement, catering for their taste in contemporary music, from Caribbean, Latin America, UK and the USA.
- Fiesta FM will include relevant News, Current Affairs, immigration and Music Documentaries, Infotainment, reviews and features such as business news, fashion and beauty, travel, sports, international and national news.

Social gain will also be achieved by featuring fashion & beauty and other female interest with guest experts and journalists reviewing books, videos, music, film and other creative arts, specifically tailored to the requirements of women both young and old.

We will serve the defined community using a bi-lingual service primarily Spanish to English and English to Spanish although other groups are welcome. Fiesta FM will offer distant language training and produce workshops in partnership with the local authority to help integrate the community.

Fiesta FM will be a voice for Latin-Americans (22 countries). We will give a platform to undiscovered and historical music. Fiesta FM will give back to Southampton, something positive to be proud from an often overlooked and evidently disadvantaged community.

Fiesta FM will offer support for local charities and community groups. The station will encourage local issues, concerns and interests to be raised and discussed, acting as a catalyst for people to speak about what really matters to them.

The station will provide training for the community on how to put together and devise radio programmes of different kinds and create entertaining and informative programmes relevant to the communities we serve and their world today. The radio station will bring value, worth and significance to those with low self-esteem and poor confidence levels, helping them to enjoy positive life affirming experiences.

The station will work closely with Hampshire Constabulary in publicising local events and bringing about community cohesion. We will create radio links and simulcasts by internet with Hispanic and related stations worldwide. Fiesta FM will be the communicator link for the Latino/Spanish voluntary sector.

The station aim is to be accessible by everyone in the target communities through various projects and training programmes. It will allow local issues, concerns and interests to be raised and discussed, providing a new local platform for people to have their say about what really matters to them.

People will engage in positive educational programmes and initiatives operated by the radio station and its partner organisations. We aim to give disadvantaged people a real purpose in life and to bring together all races, ages and walks of life where people can shine through the information and skills we teach them.

For more than two years, on the Awaaz FM platform currently broadcasting online and RSL, Fiesta FM has provided a service for the target community. In this relatively short span of time Fiesta has gained momentum with great volunteer interest in broadcasting and reaching out to the community to provide the type of service that had otherwise not previously been available in the region.

Fiesta FM will fill the gap in the marketplace for Latino, Hispanic and Spanish music and address the need of the "grey" market; seeking to mobilise society and use culture and creativity as a nexus for people to get together and be the catalyst for social empowerment and inclusion.

Recognisably, Southampton is home to a diverse multi-ethnic population that is forecast to grow to 15% by 2020. With such a significant increase, it is also important for us to get the target population involved in and participate in local democracy.

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</i></p>

	<i>you anticipate will be involved in your service per year?</i>
<p>Answer in fewer than 400 words:</p> <p>Fiesta FM objectives are to embrace the promotion of a wider range of social gains to the community. Notably this will be to encourage diversity, social inclusion, social respect and social empathy. We will inspire creativity, uniqueness and talent nurturing through community involvement.</p> <p>Participation will be encouraged as the station will advertise on its platform asking groups and members of the community to propose programs, features and report issues of their interest as part of our vision to ensure the equal representation of every group within our target community. Fiesta FM is committed to stimulating an interest in the Arts and the media by community involvement in everyday operations and management.</p> <p>Our underlying principle is openness and flexibility. Members of our target communities will be able to participate in the management and operation of Fiesta FM through membership of a steering committee that will oversee the delivery of the service and influence strategic decisions.</p> <p>The steering committee will meet collectively to discuss, evaluate and review the station's progress. They will form a management subcommittee and be empowered to influence the output and direction of the project although devoid of any statutory or legal responsibilities.</p> <p>We anticipate that the steering committee structure will be made up of 9 (nine) members from the community. These members will have roles on programming and their format. Members will be asked to step down annually to allow for new members to join.</p> <p>Listeners will also be given the opportunity to give feedback through direct contact or at our AGM. In addition to this, Fiesta FM will conduct half yearly public consultations in which the communities can input into the development of the service. We will promote the use of communication of complaints and suggestions through electronic and traditional communication medium e.g. post, email, social media or direct approach.</p> <p>In line with our equal opportunities policy, Fiesta FM will ensure that opportunities for volunteering, training and broadcast activities are advertised and promoted using a variety of accessible media. Our 'open-door' policy means anyone can join irrespective of gender, age, race or religious beliefs.</p> <p>During our broadcast via the Awaaz platform we experienced a big surge in interest from aspiring volunteers and it is anticipated that such interest will expand once we have a five-year licence.</p>	

7. Access to facilities and training	Guidance Notes
<p>Set out the practical (formal and informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities that would be used for the provision of your service and to receive training in their use.</p> <p>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.</p>	<p><i>Ofcom is required by the legislation to have regard to the provision each applicant proposes to make to allow for access by members of the target community to the facilities to be used for the provision of the service and for their training in the use of those facilities.</i></p>
<p>Answer in fewer than 400 words:</p> <p>Fiesta FM will provide free and accessible training to support local people to improve their employability and life skills. We will continually identify opportunities that further meet the needs and aspirations of the community.</p> <p>All members of the local community will have an equal opportunity to participate in and influence the programming of Fiesta FM both on and off air. Our station will actively encourage short / long term voluntary participation in all areas of the stations operation including: help with the website, reception skills, programme research including the setting up of interviews and general promotional duties.</p> <p>Fiesta FM recognises that it is essential – especially as we are a volunteer organisation- that we build a strong, dedicated volunteer base. The management team will train and mentor volunteers to be able to run the station on a day to day basis. This will produce a skilled team which in time may allow promotion to the management team and therefore enabling more volunteers to be trained in the running of the station.</p> <p>Individuals and organisations will be able to access opportunities at Fiesta FM by approaching us</p>	

directly. Voluntary positions available will be conducted through various means including on-air advertising and social media.

Volunteers will go through an induction process and receive relevant broadcast training from staff members i.e. Studio Manager. The training will be delivered in a relaxed and informal environment. Broadcast training includes radio programme creation, presenting skills and audio production.

We will also hold open days throughout the year to allow better community involvement. We will aim to train 15 presenters within the first 12 months of broadcasting and a further 15 - 20 new presenters every year. We will forge links with local schools, colleges and universities to enable us to work together and provide training and experience to students on Media Studies courses. For those who have trained at Fiesta FM, we will nominate them for the Mayor's Award handed out by SVS twice yearly.

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>

Answer in fewer than 500 words:

Fiesta FM will encourage its listeners, partners and the wider community to contact the radio station and give feedback through:

- Establishing close links with key organisations, voluntary groups and the local council.
- Feedback from public visits to the station.
- We will hold at least 2 public feedback meetings per year.
- The volunteer steering group will have a key say in the running of the station.
- We will update local community groups via our quarterly newsletter
- Regular updates on our website
- studio or office contact via telephone
- Studio contact via SMS
- Email to office and/or studio
- Letters to the radio station
- Social media such as Facebook, Twitter and others.
- Surveys conducted at local events

All comments, complaints and feedback is acknowledged. Any comments or feedback will be referred back to the Station Manager who will act accordingly to the community response. The Station Manager will relay the feedback to the Steering Committee, who will discuss the issues and decide the appropriate action.

The Annual General Meeting (AGM), will review progress, feedback, complaints and our Key Commitments. Fiesta FM will regularly broadcast - through various mediums - our complaints policy. Fiesta FM will also be continually researching and acting upon feedback from all media streams.

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]	Fiesta FM
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.]	Fiesta FM will serve the Latin America and Hispanic population in Southampton broadcasting in Spanish and English to deliver entertainment, national and international news and community information
Proposed area [State the proposed coverage area as set out in section 3.]	Southampton and surrounding areas covering an 8 kilometre radius urban and rural area from the transmission site.
<p>Programming output</p> <p>Based in Central Southampton, Fiesta FM provides a service that is reflective of multicultural Britain, particularly and distinctly one that reflects and celebrates the achievements, aspirations, culture and values of Latino, Portuguese and Spanish people. Fiesta FM will strive to be a vehicle for community cohesion.</p> <p>The aim is to serve to Hispanic Community through service information (Spanish and English news) and entertainment (different programmes and wide variety of music). We will play a wide variety of music such as Spanish, Latin (Salsa, Merengue, Bachata and Regueton), Spanish Pop-Rock Music and English Chart Music.</p> <p>Fiesta will broadcast mostly original and locally produced programmes. We intend to broadcast live output up to 10 hours a day (beginning 10am). Extensive community information will also be posted on the station website: www.fiestafm.co.uk (under construction).</p> <p>The station will provide an average music to speech ratio of 80:20 overall, rising to an average 40:60 in magazine programmes. Speech may increase in the daytime and music may increase in the evening. There will be an automated overnight service where material can be repeated.</p> <p>The station will broadcast in English, Spanish and Portuguese languages.</p> <p>Our tagline: <i>Para ti, para mi, para todo el mundo</i> which translates as <i>For you, for me, for everyone</i>.</p>	
<p>Social gain</p> <p>Fiesta FM is aimed at Spanish, Portuguese and Hispanic communities. It will facilitate discussion and encourage expression of opinion. This will include live web-based chat, on-line text messaging and live on-air phone-ins.</p> <p>Our social gain objectives are to:</p> <ul style="list-style-type: none"> • Offer training in media, radio broadcasting and production in conjunction with local providers • Promote community relations by bringing together local communities through programs • Provide information about local services and agencies in Southampton. • Promote social inclusion, community cohesion and participation especially to the socially and economically disadvantaged. • Help raise the profile of local enterprise, businesses and employment focused organisations • Develop new community activities to engage people otherwise not involved due to various factors. • Specialist programmes for local artists and groups to showcase their material • Broadcast programs specifically tailored to the requirements of women 	

We will serve the defined community using a bi-lingual service (Spanish and English). The station will encourage local issues and concerns to be discussed, acting as a catalyst for people to speak about what matters to them. The radio station will bring value, worth and significance to those with low self-esteem and poor confidence levels. Fiesta FM will use culture and creativity as a nexus for people to get together.

Participation in the service

Fiesta FM objectives are to embrace the promotion of a wider range of social gains to the community by:

- Encouraging diversity, social inclusion, social respect and social empathy.
- Inspiring creativity, uniqueness and talent nurturing through community involvement.
- Equal representation of every group within our target community by advertising participation on the Fiesta FM platform
- Committed to stimulating an interest in the Arts and the media by community involvement
- Openness and flexibility.
- Members will be able to participate in the management and operation through membership of a steering committee
- The steering committee will have roles on programming and their format.
- Opportunity to give feedback through direct contact or at our AGM.
- Promote the use of communication of complaints and suggestions through electronic and traditional communication medium e.g. post, email, social media or direct approach.

In line with our equal opportunities policy, Fiesta FM will ensure that opportunities for volunteering, training and broadcast activities are advertised and promoted using a variety of accessible media. Our 'open-door' policy means anyone can join irrespective of gender, age, race or religious beliefs.

Access to facilities and training

Fiesta FM will provide free and accessible training to support local people to improve their employability and life skills. All members of the community will have an equal opportunity to participate in and influence the programming of Fiesta FM both on and off air.

- Fiesta FM will build a strong, dedicated volunteer base. The management team will train and mentor volunteers to run the station on a day to day basis.
- Volunteers will go through an induction process and receive relevant training delivered in a relaxed and informal environment.
- We will also hold open days throughout the year to allow better community involvement.
- We will aim to train 15 presenters within the first 12 months of broadcasting and up to 15 - 20 new presenters every year.
- We will nominate Presenters for the Mayor's Award handed out by SVS twice yearly.

Accountability

Fiesta FM will encourage its listeners, partners and the wider community to contact the radio station and give feedback through:

- Feedback from public visits to the station (at least 2 public feedback meetings per year).
- We will update local community groups via our quarterly newsletter
- Regular updates on our website: www.fiestafm.co.uk
- studio or office contact via telephone
- Studio contact via SMS
- Email to office and/or studio
- Letters to the radio station
- Social media such as Facebook, Twitter and others.
- Surveys conducted at local events

All comments, complaints and feedback will be acknowledged. The Annual General Meeting (AGM), will review progress, feedback, complaints and our Key Commitments. Fiesta FM will regularly broadcast - through various mediums - our complaints policy.

[Please note: If awarded a licence, the commitments the applicant makes in this section will, subject to Ofcom's agreement, form the basis of the 'key commitments' part of its community radio licence. The headings above are for applicants' guidance and will be removed from the final version.]

About your organisation:

9. Company details	Guidance Notes
<p>The legislation requires that:</p> <ul style="list-style-type: none"> Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community 	
<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</p>	<p><i>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
<p>Company (or other body corporate) name:</p> <p>Date of registration:</p> <p>Company registration number:</p> <p>Type of company (or other body corporate):</p>	<p>Fiesta FM Community Interest Company</p> <p>25/07/2014</p> <p>9147853</p> <p>Community Interest Company (CIC)</p>

10. Ownership	Guidance Notes
<p>Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.)</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so). (You will also be asked about the board of directors in 11 & 12 below.) details of any individual, company or other body that may exert control over the applicant. 	<p><i>Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>
<p>Fiesta FM Community Radio CIC has been registered as a Community Interest Company and is a non-profit organisation. The company has been registered with Companies House and therefore is subject to the relevant laws. The constitution stipulates that the company operates as a not for profit company.</p> <p>The company directors consist of experienced and qualified members. Fiesta FM will be governed by</p>	

input from the Steering Group and Management Committee. The Management Committee members will be annually reviewed at the Annual General Meeting and positions will be open to the local community as considered beneficial to the community by other Committee members, volunteers or the public.

Felix Pastor, the founding Director, has worked on previous Restricted Service Licence radios for the community and built up a sizeable audience and following both locally and internationally. Mr Felix Pastor has also worked as a Studio Manager for a period of time at Awaaz Radio. Mr Felix Pastor has also gained the confidence of the target community but starting further momentum for Fiesta FM by opening avenues for community involvement on local TV station namely That's Solent TV. He is a knowledgeable radio broadcaster and television host with vast amounts of experience in the radio industry.

The company name Directors are:

1. Ms Rosa Gilabert
2. Mr Felix Pastor
3. Mr Aitor Torres

The company does not have any share capital.

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<p>The Strategic Board of Directors are: Ms Rosa Gilabert (Strategic Director), Mr Felix Pastor (CEO and Managing Director) and Mr Aitor Torres (Programme Director and Accounts Manager). A Management Committee consisting of some Directors and other key personnel will meet monthly to facilitate the strategic plans and oversee operational issues.</p> <p>In the pre-broadcast phase, a steering group will be set up to support the directors. This is made up of individuals who are representative of the wider community and can bring valuable expertise to the station in its start-up phase.</p> <p>The day-to-day responsibility for running the station rests with the Station Manager. To be responsible for the strategic operation of the station, representing the station in the community, developing new partnerships, and chairing the Board of Directors.</p> <p>Studio Supervisor (part-time, voluntary) will work closely with the Station Manager to plan programming (meeting station objectives), recruitment, training and development of presenters, and reviewing their performance.</p> <p>Volunteers will be recruited for other roles including overseeing daily studio operations, granting access, briefing presenters and station security.</p> <p>Other duty specific roles:</p> <p>Technical Director (part-time, voluntary): Responsibility for maintaining the transmission and streaming of the service and other technical infrastructure.</p> <p>Creativity In-charge (voluntary): overseeing the creative strategy to raise the profile of the station</p>	

and attract new programmes and content.

Reception (voluntary): Oversight of administrative functions, organising AGMs, and other meetings.

Board of Directors	Position	Role	No. of hours	Payment
Aitor Torres	Chair/Accounts Manager	Accounts consultancy role and Presenter	2	Voluntary but consultancy role is paid
Felix Pastor	Director/Station Manager	Represent station in all public forums and Day to Day operation of radio station/Presenter	40	Voluntary but consultancy role is paid
Rosa Gilabert	Director	Local Information / History / Community.	4	unpaid

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: Mr Felix Pastor

Employment: Volunteer and Director for Fiesta FM Community Radio Southampton. Also working part time in retail and customer service.

Other directorships: Member of Community Matters and Southampton Voluntary Services. Applied for membership of SpeakOut advisory group (affiliate of Care Quality Commission)

Relevant experience or qualifications: 6 years in broadcasting including as a Presenter, Management and Advisory roles. Also guest on TV. Felix also has experience of running a community radio station (Fiesta) and working with a local TV station (That's Solent TV) and in talks – alongside Awaaz FM - with this station to help produce locally made programs especially with the inclusion of ethnic minorities. Educated to degree level. Previously working in Santander Bank and has excellent management and finance experience. Experience of training Presenters (currently doing online programs) from all walks of life and abilities. Experience of RSL broadcasting as a Presenter in 2008, 2011 and 2013 on Reading Radio and Awaaz Southampton. Excellent track history of working in the community particularly alongside the Latin, Spanish, South and North American and Portuguese communities. Experience of working alongside Nuffield Theatre.

Management Role: Managing Director, Project Manager

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Name: Ms Rosa Gilabert

Employment: Design Engineer

Other directorships: None

Relevant experience or qualifications: Management Consultant

Management role: Director

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Name: Aitor Torres

Employment: Working in retail sector

Other directorships: None

Relevant experience or qualifications: Aitor has two degrees namely Technical Agriculture engineering (specialising in the food industry) and Industrial Management (logistic and quality control). He has worked extensively in commercial and financial direction, company strategy and policy, competitive and innovation, design, planning and management of production and logistic systems, Human factor projects. Aitor has experience in project risk assessment, corporative development planning and projects of economic viability.

Management Role: Accounts Manager

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):

Station Manager (Full-time, salaried)

Responsibility for the strategic operation of the station, representing the station in the community, developing new partnerships, and chairing the Board of Directors. Creating public events for the station and liaising with other local organisations in the community. Identifying and pursuing funding opportunities for projects and station sustainability

Studio Supervisor (part-time, voluntary)

Working closely with the Station Manager to plan programming (meeting station objectives), recruitment, training and development of presenters, and reviewing their performance

Technical Director (part-time, voluntary)

Responsibility for maintaining the transmission and streaming of the service and other technical infrastructure

Treasurer (part-time, voluntary)

Administering funds, preparing organisational and project budgets. Accounts are audited by our accountant who is ACCA qualified.

Sales & Marketing Manager (part-time, voluntary)

Developing commercial income streams and sponsorship opportunities. Working with partners to increase station awareness.

Community Development Officer (part-time, voluntary)

Liaising with community groups to identify, develop, and manage social gain projects to strengthen our link with the community, increase awareness, and promote volunteering opportunities.

Creativity In-charge (voluntary):

Overseeing the creative strategy to raise the profile of the station and attract new programmes and content.

Reception (voluntary):

Oversight of administrative functions, organising AGMs, and other meetings. Providing general admin and support functions, record keeping, setting up meetings

Presenters (part time, voluntary)

Research, plan, produce and present shows that reflect our communities of interest

Various Volunteers (part-time, voluntary)

Overseeing daily studio operations, granting access, briefing presenters, station security, optimisation of social media and other outlets to maximise listener interaction and retention.

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>Fiesta FM was founded in July 2014 (as a Community Interest Company) following an initiative by Felix Pastor who was looking for creative means of bringing the community together. The concept was actually born during our internet debut in December 2011 via supporters in radio and followed this with inclusion in RSL broadcasts. We soon developed a reputation that led to initial discussions with the Hispanic community who strongly encouraged Felix to push ahead. Working with former colleagues and friends, Felix put together a small group of people who had a strong track record in broadcasting and interacting with the local community. The group's MD, Felix Pastor, has several years' experience in operating and participating in RSLs (outlined below).</p> <p>The station has attracted a significant audience by playing music that yet to be played on other radio stations locally or nationally. The station has also attracted presenters and MCs / DJs (with their own fan bases from online shows and club residencies). The Fiesta FM team includes administrative and clerical staff from the local community.</p> <p>The station has the support from the wider community including business people, some with experience of establishing small community enterprises. The management team has organised and managed various events and club nights over the years. We hope to further this as an important part of generating off-air income for the station.</p> <p>We have received funding support BBC Community Chest and funding application guidance from National Lottery. We have a good track record of engaging with our communities and this is reflected in the variety of programmes produced. We have the ability to maintain the service based on our experience. We have the knowledge and skills required to technically run the station, manage its resources, be sustained financially, and address the needs of our community.</p>	
<p>B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)). Answer in fewer than 150 words:</p>	
<p>Fiesta FM has been broadcasting continuously online for the past 4 years. In addition to Internet broadcasting, Fiesta FM has extensive experience of podcasting. Felix Pastor has previously worked on RSLs and community radio stations and played an influential role in the program formulation of every Latino program on the radio station.</p> <p>During the RSL it was evident that the online listenership remained strong and increased throughout the month. This led to an increase in the development and strengthening of our service via the internet whilst preparing for a full-time FM licence. The trend for online/mobile listening has been rising steadily. The FM licence will add extra credibility to the station, allow us to reach a wider audience, and attract more volunteers.</p> <p>All other group members also have broadcasting experience and knowledge of radio operations including broadcasting, sales, finance and business management.</p>	
<p>C. Please summarise the relevant experience of the group or its members, in relevant non-broadcast areas (such as third sector, local business, fund-raising, training or education). Answer in fewer than 150 words:</p>	
<p>Felix Pastor, Audio Engineering at Arte Sonoro College, (Venezuela), Business Administration at Nueva Esparta University, (Venezuela), Account Executive at Venezuela Bank (Santander Group). Experience as an accountant executive; implementation of cash management systems in commercial transactions, foreign currency and DD to international companies, such as 3M, L'Oreal, Sonny Erickson, Procter & Gamble etc. Also managing a team.</p> <p>Business Manager at Promota AFR (Santander Group), also Strategic Director providing advice about Business Management to NGOs, Not For Profits and Commercial Organisations.</p>	

Aitor Torres Experience in Human Resources (*Servipoli Foundation*). Worked for *Escuela Tecnica Superior De Ingenieros Industriales* as a team co-ordinator and distributor. More recently, completed risk assessment and corporate development plans with *Tecum Auditoria-Consultoria* and *BDO Auditores* – who also deal with Erasmus + programs for young people from Spain. This experience lends great opportunities for Spanish and Latino people in Southampton.

Rosa Gilabert has experience in Social Media management.

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:

Felix Pastor has been broadcasting as Fiesta FM using an internet radio platform since 2011 and has experience in broadcasting as a Presenter, engineering and volunteer management

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 practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc; • summary of support from local business or other sectors; • evidence of support from your proposed target community. 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p>Answer in fewer than 1,000 words:</p> <p>Southampton has a direct link with the people of Spain. In 1937, nearly 4,000 Basque children were sent to the UK by their parents as child evacuees of the Spanish Civil War. Their first port of stay was Southampton: http://www.bbc.co.uk/news/uk-england-hampshire-19439627. Many of the families still hold links with the city.</p> <p>Over the last 4 years we have been continually broadcasting via the online radio station platform and identified essential gaps for bringing the community together and improving social cohesion in the wider community. We have identified the need for positive role models to introduce activities and cultural change and worked with many local people and businesses who have shown remarkable support and enthusiasm in the radio station.</p> <p>Fiesta FM has also undertaken discussion and consultation with the community in order to understand and identify their needs. We found that there is strong local support for a dedicated radio station. Fiesta FM initiated the first Mass for the Spanish community and this was well attended and documented: http://www.dailyecho.co.uk/news/11558250.Spanish mass to be held in city church/</p> <p>Evidence of demand is further shown by our online petition; generating over 4000 e-signatures supporting our licence application. Our online petition is followed up by face to face interviewing in known areas of the city where people from the regions attend and where there is a high level of footfall. This has led to a paper petition with over 500 signatures (available on request). Our survey revealed that four out of five people feel that it is important to have a Latino/Spanish language radio station. All those interviewed agreed that a new local station was a good idea and that they would likely to listen to the new radio station. Over half of those surveyed expressed their difficulty in getting local news and information about what was going on in the city due to their language problems but expressed their willingness to participate in activities if they knew more about them thus having a local</p>	

station would be useful to get local news and information. Three quarters agreed that there is very strong need for people to have a chance to have their say.

Typical comments we received:

Marinella P – listener: “Fiesta FM needs to go Live because it showcases a lot of the local talent and gives the next generation the opportunity to gain valuable experience.”

Marlo N - listener “Fiesta plays some amazing music and I would like to see some outdoor broadcasting also.”

Francisco DL – listener “As someone who has worked in Hampshire County Council, I am aware that there is a lack of Spanish, Hispanic and Portuguese engagement whether that is through music or activities and these communities have been underrepresented albeit that there is a number of stations that have been unable to offer this facility.”

Our face to face survey showed that 97% of respondents agreed with the suggestion that “Southampton needs its own dedicated radio station” whilst 94% of respondents felt the new station should “be about the interests and activities relevant to the people”. The survey also revealed that 96% felt that it was important to provide “News about what’s going on in and around the county” and “Phone Ins” was considered to as important.

Local business

We have had great support from many businesses in the local community. The Spanish food and textile industry is an important part of the local economy and businesses are eagerly looking for some exposure to the wider market. Quotes of support included:

La Regata – We are a small Spanish family run restaurant situated on the Southampton Waterfront. The business has been running for 22 years and we serve some of Southampton's top hotels, docks and main shopping centre. We would support Fiesta FM as it will allow us to expand our clientele.

La Esquina Tapas – As a Spanish outlet, we have very few people of Spanish origin coming to the restaurant mainly because they do not know about us. A community radio station, which gives local businesses a platform to reach more customers and grow, sounds great!”

Community

Fiesta FM is a member of the Southampton Voluntary Services (SVS). This umbrella outlet reaches out to the whole community and has excellent links to our target audience. As a member, we are able to better serve the community and also to arrange, motivate and engage people to get involved in Fiesta. Through SVS we have formed partnerships with the local voluntary sector especially with those organisations that would benefit our communities and complement our service. The Spanish community also has an active community organisation: Aula de Espanol en Hampshire - which promotes the Spanish language and culture to the whole community and hold weekly Spanish lessons for children and adults as well as Flamenco and Salsa workshops. Local TV has also supported our cause: <https://www.youtube.com/watch?v=F25pGs9OPFA>

Website & Social Media

Our Facebook page currently has over 500 Facebook through likes and friends. The activity is continually increasing and we are constantly monitoring its performance. We will be opening a Twitter account as many people following our online broadcasts and the proposed FM licence application have indicated this as their preferred method of notification of their favourite program. Our current internet radio fan base is growing and our Podcast shows get over 300 downloads per week.

We recognise that Fiesta FM needs to be a genuinely accessible community radio station and we intend to engage with voluntary groups, charities and other bodies as we believe that an accessible community radio station would benefit the whole community and the area in which they live.

Since 2011, Fiesta FM has engaged with people from all ages and backgrounds, covering issues which people have demonstrated an interest in. As such, we are offering a radio station that works on community need as well as community spirit. Every person's word is valued and the station offers a sounding board for all voices. This is demonstrated by the range of statutory and voluntary organisations we work with in addition to local projects and businesses.

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)		<i>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.</i>
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)		

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

Community radio application form

	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 / No
Transmission site address:	What is the postal address and post code:	11 Witts Hill, Southampton SO18 4QD
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 44783 14288
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	47 metres
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	26 metres
	What is the height, in metres, of the transmitting antenna AGL?	29 metres
	Please supply photographs of the transmitter mast / building and aerial location.	<input checked="" 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?	No – this site is presently not used by anyone
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 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: Felix Pastor	
Mobile: 0780 5187 017	
E-mail: FiestaFMUK@gmail.com	

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

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

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

Concluding declaration:

28. Declaration

APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

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).		

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)

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.

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.

Mr Felix Pastor _____ (Name of person)

Project Manager & Director _____ (Title or position in the applicant group)

18 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.