



Community radio licence application form

Version 4

Sheppey 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>
Sheppey FM	

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>

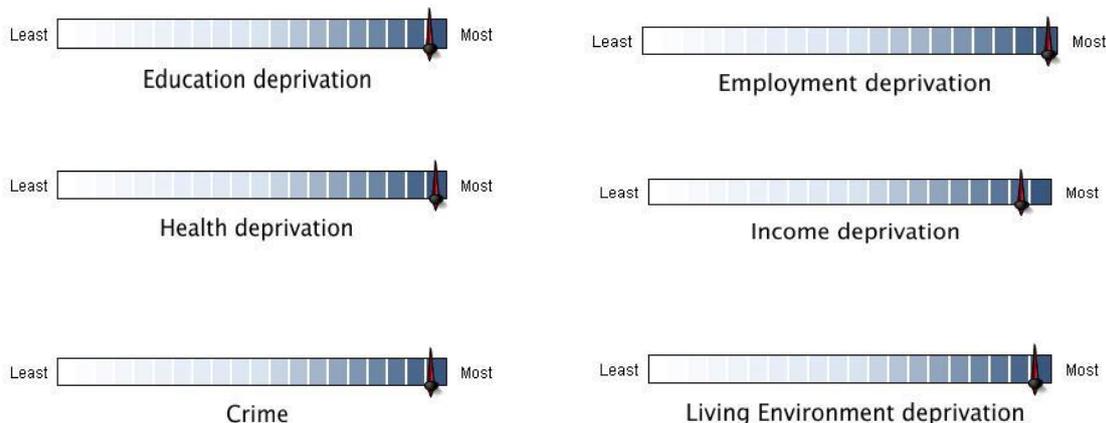
Over the last 3yrs we have successfully provided training courses to hundreds of young people but to our dismay we have also highlighted the extreme lack of training opportunities, primarily for those in our local community with physical and mental disabilities. Our concern also includes adults and young people that are illiterate and cannot source work experience placements or employment. (NEETS ~ not in education, employment or training)

Our aim is to address these issues by the provision of Media Training Courses in Radio Presentation, Production and Journalism to those that are excluded from society due to their unfortunate circumstance. We partner with the Kent County Council to deliver their strategy's SEND (special educational needs and disabilities) and 'Early Years' intervention and provide alternative curriculum modules in Media to the two main educational bodies in our vicinity (Oasis Academy and Canterbury College Swale Campus)

We are a recognised and noted 'Arts Awards' centre delivering accredited qualifications on the QCF framework from entry level 3 to level 3 . For 2015 to 2016 we are the only Arts Award good practise mentor centre for the whole of the South East region. We can deliver Bronze & Silver Awards and, for those less able to achieve in mainstream education, we can provide the Discovery and Explorer Awards

Sheerness has a population of 13,000 and the combined wards of Sheerness-East and Sheerness-West have a population of 11,940. Compared to national figures Sheerness has a low percentage in education, health and social care attainment and for those aged

16 -74yrs; 44% have no academic qualification



(These data are taken from the Indices of Deprivation 2010)

Sheerness has very high levels of deprivation in education, employment and health which we aim to address through our established training courses and strong connections with many professional

health organisations for over 20 years. We work alongside the schools and colleges and liaise with the MEBP (Medway Education Business Partnership) via the schools to provide work experience placements throughout the summer months.

We work with the 'Job Centre Plus' to provide further work experience placements to encourage a return to work ethos and we liaise with 'Skillnet' on their 'Head Held High' programme which supports people with learning difficulties to find employment.

We work with the Kent Police and local PCSo's and their noted young offenders on a regular basis to help reduce antisociable behaviour and juvenile crime in our local area.

We propose to serve the communities defined above to help enhance their social inclusion and personal wellbeing, life skills, confidence building and self-development through volunteering and training opportunities, focusing on those that are disadvantaged, and by the provision of specific and vital information on our dedicated shows sourced from our network of health support groups to guide them and help them progress to achieve their personal ambitions

3. Proposed area	Guidance Notes
<p>What is the area you propose to serve?</p>	<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>SHEERNESS WARD:</p> <p>To include SHEERNESS Town centre and to incorporate the OASIS ACADEMY (0.4 miles from the station) and CANTERURY COLLEGE 'SWALE CAMPUS' (0.2 miles from the station) to provide links for their students</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 tastes and interests of your target community.</p> <p>Question C is about how your service will broaden</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</i>

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.

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?

Our unique service will be totally original and locally produced by local people. We will broadcast 12 hours per day

Throughout the day we will broadcast an eclectic mix of music genre; with heavy emphasis on local talent which will feature once every hour, that will appeal to a diverse local audience; both young and old.

Several shows will be hosted independently by presenters with 'special needs' and, to maintain structure, other shows will be hosted by an experienced presenter that will mentor and support a 'special needs' trainee. Further shows will be presented by our young school students that are in training and links will be set up with the Oasis Academy and Canterbury College to incorporate the student's participation. Although our focus is with special needs students (NEETs and SEND) we also include mainstream students to help them complete their coursework evidence and gain accredited qualifications

Many of our presenters work within other health organisations and our shows will be dedicated to various local Health and support groups (please see attached schedule) to help raise awareness of their services, provide vital information and offer professional counselling that is available in the immediate vicinity. These shows will always be our priority and we are totally unique to any other station in this provision of support.

We propose a daytime ratio of 60% music and 40% speech. However, precedence is always given to guest interviews, the provision of beneficial local information and topical discussions on issues

affecting our local community, including the beneficial services of 'Sheppey Matters' who were set up 20 years ago to meet the high demands of this specialised sector of our community

We feature only 'local' weather, traffic and travel and our 'Community Events Diary' every 2 hours to promote local events, sports, fund-raisers and drama, cultural and Arts activities. This creates community confidence and cohesion with the station and provides social gain for our community. We also feature various quizzes & competitions, a weekly 'Enterprise Hour' to support our local businesses and entrepreneurs, a local 'Musician of the Month' and our regular playout of local talent to support and promote them

The service will differ slightly at weekends, when our youngest presenters (10yrs+) host their own 'Youth' show and Sports show.

During the evenings our specialised shows are featured to include Rock, Country, Electronica, Americana, Reggae, Soul, Golden Oldies, Unsigned Local Talent and Club Classics. We have a constant flow of local bands, musicians and singers that perform 'live' in our studios and we further promote them on our two Facebook pages (Sheppey FM Local Gig Guide and Local Talent)

Again some of these shows are hosted by our 'special needs' presenters

An automated service will run overnight and be predominately music but may well include some pre-recorded interviews of interest to the community

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?

Our target community is frequently excluded from such exciting opportunities and many of those that have previously attended training have remained with us and radio has become their main interest in life. Some have shown an interest to aspire to further training and qualifications, which we actively encourage

Our service reaches out and appeals to those that are 'hard to reach' and who are frequently in social isolation, and offers support and guidance, either to individuals or through our partnerships with various health support groups, organisations and educational bodies. The service provides vital information on exactly what is locally available for our target community and is equally as important to our listening audience as all members of the family are often affected.

We have two young lads that suffer with Asperger and yet they are fully competent in presenting their own show. All of their family listen in and they are so proud of their achievements and have written 'thank you' letters to us, saying "we have changed their lives and given them an interest". Both lads have now gained the confidence to attend college and have increased their social activities

The Swale Campus college streams us through their classes to show their students what they can accomplish and the training assists the college to meet their commitment to those with 'special needs' ~ but does not exclude their mainstream students. The college recently had an Ofsted inspection and the officer was so impressed with their outreach work with us that they were awarded a recommendation for their Media department

We find that music reaches everyone on an intimate level and even the most difficult and troubled people find themselves having fun, feeling relaxed and enjoying the experience and inclusion of being a part of a friendly and supportive station

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.

Our proposed community radio service is totally unique and very distinct in nature and content to any other station in the area. The only moderately comparative station is Radio Sunlight in Chatham, who also work with 'special needs' students

However, unlike any other stations our airtime is given up to promote the beneficial services of several community or health organisations and, with further expressions of interest, this will be increased. (please see programme schedule)

Sheppey Matters has been successfully delivering 'Health & Wellbeing' projects for over 20 years to our target community and, in this space of time, has established strong links with many, many organisations, with the added support, guidance and knowledge of Kent County Council, Swale Borough Council and the NHS. There is, without doubt, no one more experienced or proficient in this

provision of specialised care to both young and old within our local community.

Our service greatly broadens the range available on any other stations as they can only intermittently and on occasion feature guest speakers on these specialised topics, in a generalised manner, due to their wider coverage area

Sheerness has high deprivation figures for health and social care and our service is localised and particularly relevant to a large proportion of our community. We regularly feature guest speakers from health support groups to talk about 'who' and 'what' are there to help, focusing on our immediate area provision and community's needs.

The Island has a very tight-knit community and Sheppey Matters and the station are very experienced, knowledgeable and involved with many of our local groups. We know precisely when and where they meet up. To give a few examples;

'Swale Stroke Ass', local deaf club, local blind club, Dementia Inspired, Swale 'Your Way', Aspirations 50+, New Leaf Support, and the MS, ADHD, MENCAP, Dyspraxia, 'Fibromyalgia, Parkinson's groups, Domestic Abuse, Freedom Centre,

Sheppey Matters, located in the Healthy Living Centre, also runs two Health Hubs, partnering with the NHS, where groups can meet up or individuals can seek advice and consultation. Therefore the station has a constant source of professionally experienced interviewees to provide information on health and support and strong connections with our local groups and the larger experienced organisations.

This makes the station completely different and distinct in content to any other, not only in our area but probably regionally. No other station caters for the needs of our target community and many schools and organisations travel long distances to work with us. We have an unrivalled opportunity to meet these demands.

We are passionate about helping those less fortunate in our community and believe in supporting them in every way that we can

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</i></p>

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

	<p><i>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>Social gain for our community is our primary objective and is what we feel most passionate about. We are embedded in the heart of Sheerness town and with 20 years' experience we fully understand our community's needs and have identified the areas where they are being failed and underserved. To address these issues we knowledgeable collate information from a wide range of local sources, liaising with our partners, which reflect the concerns, missed opportunities and interests of our targeted community. We seek to give our community their 'voice' to be heard and our continual support to enhance their wellbeing and realise their ambitions.</p> <p>The main ethos of the station is to deliver Media training courses focusing on those with special needs but not excluding young people from mainstream schooling. The station offers people, young and old, the opportunities to learn a wide range of valuable and transferable skills and to acquire nationally recognised qualifications with a 'hands-on' experience that is flexible and adaptable for all abilities.</p> <p>We work with the Kent County Council to deliver their strategy's SEND (special educational needs and disabilities) and 'Early Years' intervention and provide alternative curriculum modules in Media to the two main educational bodies in our vicinity (Oasis Academy and Canterbury College Swale Campus) who have their own dedicated shows presented by their students</p> <p>We are a recognised and noted 'Arts Awards' centre delivering accredited qualifications on the QCF framework. For 2015 to 2016 we are the only Arts Award good practise mentor centre for the whole of the South East region. We can deliver Bronze & Silver Awards and, for those less able to achieve in mainstream education, we can provide the Discovery and Explorer Awards</p> <p>We specialise in social gain for those that are excluded from participation in society by the provision of voluntary positions and work experience placements. The 'Job Centre Plus' provide further work experience placements to encourage a return to work ethos and we liaise with 'Skillnet' on their 'Head Held High' programme which supports people with learning difficulties to find employment. Many individuals with special needs join the station in varying roles and this brings them independence, confidence and inclusion in our community</p> <p>We work closely with the school's community officers, Kent Police and local PCSo's with their noted disruptive students, poor attendees and young offenders on a regular basis to help reduce antisocial behaviour and juvenile crime in our local area.</p> <p>Social gain is created by our focus on shows dedicated to local health support groups and the provision of specific and vital information from the involved organisations to raise awareness of their services and activities in our immediate area and to help point people in the right direction to attain counselling, training and to achieve their personal ambitions. No other station currently provides this information and we feel they are underserved in this service</p> <p>The station's service will enrich listener choice and provide unique social gain to our community by broadcasting a local service providing local news, pertinent information and open discussion relevant to the community of Sheerness.</p> <p>For example: the suggested closure of the High St every Saturday. This was a heated debate with views given by various shop owners, shoppers, disabled people who could not park to access the shops and people using bus transport</p> <p>Our mainstay of shows regularly feature local guests providing interviews, facilitation of discussion and expression of opinion regarding local places of interest to visit, clubs and activities to participate in, local theatre and Arts, charity fund raising events, schools/colleges open days and local musicians</p> <p>The station's Roadshows provide community benefits to local events by delivering a professional service that enhances their event and strengthens the station's cohesion with our community</p> <p>The station delivers social gain on so many levels; to individuals as volunteers, work experience and trainees, to groups and organisations, schools and governing bodies and in its support of our community in general</p>	

Access and participation:

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.</p>	<p><i>Legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>
<p>The station is very well known as it is located in the heart of Sheerness town and easily accessible. The doors of the station are always open to all and everyone is eligible to volunteer and /or train with us. As we aim to give opportunities to those with special needs, we have ensured that there is full disabled access to the main building, training suite and main studio, including operating the equipment</p> <p>Members are given the opportunity to 'voice' their views and opinions on the operational running of the station at our regular monthly meetings when all views are discussed and considered. The team are very motivated and passionate so there is no shortage of 'input' to the station's management and community engagement</p> <p>The station actively encourages volunteers to graduate to positions of greater responsibility, especially our younger members as this helps them grow in confidence and prepares them for a future working environment.</p> <p>We currently have over 50 volunteers; many begin with us on a training course but decide to stay on. We are fully aware that we work with vulnerable people and enforce a strict 'no-work-alone' policy which is adhered to at all times. We anticipate the further involvement of more volunteers after the next influx of trainees starting this September 2015 until May 2016</p> <p>All volunteers are DBS checked and many have experience in counselling support.</p> <p>Members are welcomed and encouraged to be involved in many capacities: as a radio presenter, advancing to production, programming, technical, social media marketing and promotion. They are also welcomed to attend public events (Roadshows) and learn how to set up an outside broadcast and public speaking</p> <p>The station attends 'Open Days' and delivers college/school talks on request to raise awareness of alternative career opportunities in Media, something they may not have previously considered, and to motivate and encourage them to participate in a beneficial community project.</p> <p>The plethora of featured guests and interviewees strengthens the station's local involvement and engagement within our community and their participation is beneficial to their cause and promotion, encouraging an increase in 'take up' of their services. We believe that the more we network and engage the stronger our understanding of our community and it's needs</p> <p>The station utilises several sources of social media to engage with our local community and embraces public participation and response to material featured via our website and other social media: Facebook and Twitter</p> <p>We operate our official Sheppey FM FB page like a local on-line newspaper service pertaining to a defined community interest. We feature our many guests, who tell their story and provide details of their services with 'how to help' contact details.</p> <p>Swale Borough Council, Visit Kent and many other large organisations network through our page and share our stories and information on their own FB pages and in their published literature</p> <p>Canterbury College and Oasis Academy also access and share our page to show the successes of their students. They also promote their open days, events and college syllabus courses available.</p> <p>We also have a:</p> <ul style="list-style-type: none"> • Roadshow FB page that promotes local events and activities • Local Gig Guide FB page to inform people of local 'live' music venues • Local Talent FB page that promotes local musicians/singers/ bands etc 	

- Sheppey FM group page where listeners can directly access presenters for a chat and make a dedication or request

We feel that local journalism and information is increasingly being accessed digitally and the station's pages work best to add value to our local community and are rooted together in interest and audience needs

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>The station has been successfully delivering a continuous flow of Media and Radio training for over 3 years via the schools, colleges, community organisations (e.g. MENCAP, Catch 22, Young Lives Foundation, Prince's Trust, Duke of Edinburgh) and to many interested individuals</p> <p>We have a fully equipped training suite for group classes or one-to-one individual tuition. The main studio is utilised by students for observation and familiarisation with the operational techniques and when 'buddying' or being mentored by an experienced presenter.</p> <p>Each trainee completes an Induction on arrival. This includes our Health & Safety policies and procedures, confidential medical form, emergency contact details, volunteer charter, disciplinary and grievance procedures, management structure etc.</p> <p>The regulations and procedures attaining to broadcasting, to which we must adhere to, are also thoroughly explained to the trainees</p> <p>Each trainee is given their own portfolio to complete with their research, playlists and speech content, as an evidential requirement for their qualification. The technical observations and practical use of the equipment is signed off by the tutor</p> <p>We provide an introductory level into radio which encompasses both 'hands-on' practical and theory sections. We complete modules in Btec and NVQ in 'Creative Media' and 'IT and Business Studies' and have an excellent record of achievement and success.</p> <p>Over the training course each student is expected to research, compile, design and produce their own individual show which is broadcast 'live' on Sheppey FM. They receive a CD recording of their show as coursework evidence.</p> <p>We regularly take our trainees to KMFM (with Rob Wills) Heart (with Matt Willcock) and Gateway (with Danny Lawrence) studios so they can see what goes on behind the scenes at larger, commercial stations</p> <p>Trainees that do exceptionally well are encouraged to attempt further qualifications (Arts Awards, Duke of Edinburgh, Prince's Trust and CXK ~ Connexions Kent)</p> <p>Trainees are always welcome to return for further in-depth training with regards to radio journalism, interview techniques, production and technical skills, or just to enjoy being a radio presenter! Several have remained with us and progressed to managerial positions</p> <p>Training is also offered to a diverse range of individuals, including university graduates, media students, journalists and, most importantly, the disadvantaged, to expand their life-skills and gain 'hands-on' experience</p> <p>On a lighter note, yet still proactive, we run a 'Radio Club' on a Saturday morning for our youngest trainees (8yrs+) This is not only learning about radio, but also learning social skills, discipline, having fun and making friends..... and they can all present a very good show!</p> <p>Our objectives are to include people of all ages and abilities, from all walks of life within our community station and give them the equality to access voluntary involvement, work experience placements and training opportunities</p>	

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>We fully recognise that we are accountable to our community whether as listeners, participants, trainees, educational bodies or as guests that contribute to our show content, quality, consistency and the station's reliability. To earn our community's trust and loyalty we underpin our programming with relevant, topical, local information, address matters of local concern and promote local talent, local initiative and opportunities, local sport, charities and voluntary organisations.</p> <p>To uphold this responsibility we also feature an hourly 'Local Artist' and a 2 hourly 'Community Events Diary' highlighting activities in our area and a weekly 'Enterprise Hour' featuring local businesses</p> <p>We liaise with local our sports clubs to broadcast phone-in reports of league scores, where the teams are playing and to promote recruitment in the clubs</p> <p>We feature regular local traffic and travel updates and developing incidents.</p> <p>We did have set up a local 'job spot' broadcast at 5pm Mon~ Fri, but, due to their disorganisation and lack of staff, this petered out but we are trying to re-establish this partnership</p> <p>Presenters entrusted to present shows and/or research and report live must have appropriate training and abide by the governing regulations with regards to broadcasting. Sensitivity and confidentiality must be maintained when interviewing guests on controversial health matters and presenters are to remain noncommittal. We are accountable to represent these guests and their organisations and conduct interviews in a professional manner</p> <p>The station doors are always open and our premises are readily accessible to the public due to its very social location in the heart of Sheerness town so the public can see our studios, meet the team and offer their feedback. People pop in daily with event fliers, give an impromptu interview, asking for help....or simply out of curiosity!</p> <p>The station is accessible by phone, mail, email, and text message. The station's contact details are regularly announced either by the presenter or via a jingle to emphasise the ways and means of hearing the broadcast service as well as how to contact the station</p> <p>The station's website features our contact details, guests and their interview details, trainees, team and local events. We have a Listener's Survey on our website and welcome people's views, ideas, suggestions, or criticisms on the deliverance of our service. The station manager is responsible for monitoring this activity, responding promptly to any issues raised and for providing feed-back to the team to review suggestions accordingly. All comments will be personally responded to and will only be removed if defamatory, liable to incite hatred or violence, blasphemous or otherwise illegal.</p> <p>With the explosive popularity of social media we find this an excellent accountability mechanism and to reflect the influence of public input. We have a reach averaging 3,000 per week on our official FB page and people frequently leave their comments or private message us</p> <p>We attended over 64 community events in 2014 and over 70 in 2015, with bookings coming in fast for 2016. We seek feedback at all events from the event organisers and the attending public via a simple questionnaire. These are discussed, reviewed and actioned at our monthly management meetings</p>	

Guidance notes: station’s draft key commitments

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

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

It is important that you draft your own commitments, rather than just copying what may have been done by others. You should keep in mind that it will be a condition of any licence to meet the Key Commitments: something you must do at all times and for breach of which you could face sanctions including revocation of the licence. So, you should think carefully about what you will be committing to.

We would expect key commitments to be brief, and no more than two pages long.

KEY COMMITMENTS: to be completed by the applicant

<p>Station name [As in section 1 of this application]</p>	<p>SHEPPEY FM</p>
<p>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.]</p>	<p>Adults and young people disadvantaged by physical or mental disabilities and not able to achieve in mainstream education or source work experience, employment and training opportunities</p>
<p>Proposed area [State the proposed coverage area as set out in section 3.]</p>	<p>SHEERNESS WARD, SHEERNESS TOWN, SHEPPEY</p>
<p>Programming output</p> <p>Output is totally original and locally produced</p> <p>We broadcast 12hours per day an eclectic mix of music appealing to a transgenerational audience with a ratio 60% music / 40% speech</p> <p>Shows are hosted by disadvantaged presenters and, to maintain structure, by experienced presenters mentoring ‘disadvantaged’ trainees.</p> <p>Educational shows are presented by students with links set up with local schools</p> <p>Health shows are dedicated to local support groups, raising awareness of their services, providing vital information and counselling available locally, including ‘Sheppey Matters’ projects set up to meet the high demands of this specialised community</p> <p>Output features ‘local’ weather, traffic, travel, local talent hourly, a 2hourly ‘Community Diary’ promoting local events, sports and cultural activities: quizzes, competitions, weekly ‘Enterprise Hour’ supporting local businesses. Precedence given to guest interviews and discussions on issues affecting our community,</p> <p>Weekend service differs when our youngest presenters host their ‘Youth’ and ‘Sports’ shows.</p> <p>Evening specialist shows feature Rock, Country, Electronica, Americana, Reggae, Soul, Golden Oldies, Unsigned Local Talent with local entertainers performing ‘live’ in our studios. Specialist shows are hosted by disadvantaged presenters</p> <p>A predominately music automated service runs overnight to include pre-recorded interviews</p> <p>Studio location: Sheppey Community Media Centre, Healthy Living Centre, Sheerness</p>	
<p>Social gain</p> <p>With 20 years’ experience we fully understand our community’s needs and have identified the areas where they are underserved. Networking with our partners we will address these issues which reflect the concerns, missed opportunities and interests of our targeted community.</p> <ul style="list-style-type: none"> • We will deliver Media training courses focusing on those disadvantaged but not excluding young people from mainstream schooling, to provide alternative curriculum modules in Media to the two main educational bodies in our vicinity • We will deliver KCC’s strategy’s SEND (special educational needs and disabilities) and ‘Early 	

Years' intervention

- We will partner with 'Skillnet' on their 'Head Held High' programme which supports people with learning difficulties to find employment
- We will provide voluntary positions and work experience placements working with the 'Job Centre Plus' to encourage a return to work ethos
- We will deliver 'Arts Awards' accredited qualifications on the QCF framework. As a recognised centre of excellence we will provide Bronze & Silver Awards and, for those less able, we will provide Discovery and Explorer Awards
- We will partner with the school's pastoral officers, Kent Police and local PCSOs with their noted disruptive students, poor attendees and young offenders on a regular basis to help reduce antisocial behaviour and juvenile crime in our local area.
- We will dedicated our shows to local health support groups and the provision of specific and vital information sourced from these groups to raise awareness of their services and activities and to guide people in the right direction to attain counselling and to achieve their personal ambitions. No other station currently provides this information and we feel they are underserved in this service
- We will offer people, young and old, opportunities to learn a wide range of valuable and transferable skills and to acquire nationally recognised qualifications with a 'hands-on' experience that is flexible and adaptable for all abilities.
- We will enrich listener choice and provide unique social gain to our community by broadcasting a local service providing local news, pertinent health support information and open discussion. Our mainstay of shows will feature local guests providing interviews regarding local places of cultural interest to visit, clubs and activities to join, local theatre and Arts, fund raising events and schools/colleges student forums
- Our Roadshows will provide community benefits by delivering a professional service that enhances local events and strengthens the stations links within our community
- We will deliver social gain on many levels; to individuals as volunteers, work experience and trainees, to supporting local groups and organisations and the provision of educational training to schools and governing bodies and in our support of our community in general
- We will give our community their 'voice' to be heard and our continual support to enhance their social inclusion, wellbeing and to realise their ambitions.

Participation in the service

Members have the opportunity to 'voice' their opinions on the running of the station at our monthly meetings when all views are considered. Members are very motivated and there is no shortage of 'input' to the station's management

Members are involved in many capacities: as a radio presenter, production, programming, technical and social media marketing. They also participate in public events and learn how to set up an outside broadcast and public speaking. We encourage volunteers to graduate to positions of greater responsibility, especially our younger members as this helps them grow in confidence and prepares them for a future working environment.

We currently have over 50 volunteers and anticipate the further involvement of more volunteers after the next influx of trainees this September 2015 until May 2016

Members attend 'Open Days' and deliver college/school talks to raise awareness of alternative career opportunities in Media and to encourage them to participate in a beneficial community project.

Guests strengthen the station's local involvement within our community and their participation is beneficial to their cause, increasing 'take up' of their services. The more we network and engage the stronger our understanding of our community's needs

Local journalism and information is increasingly accessed digitally and the station's sites serve to add value to our local community and are rooted together in interest and audience needs. The station utilises several sources of social media to engage with our local community and embraces public participation and response via our website and other social media

Sheppey FM FB page functions as a local on-line newspaper pertaining to a defined community interest. We promote our many guests and provide details of their services and contact details. Canterbury College and Oasis Academy share our page to show their student's successes and to

promote their open days, events and syllabus courses available.

We also engage our community via:

- Roadshow FB page that promotes local events and activities
- Local Gig Guide FB page to inform people of local 'live' music venues
- Local Talent FB page that promotes local musicians/singers/ bands etc
- Sheppey FM group page where listeners can chat with presenters to make a request

Access to facilities and training

- The station is located next to the Healthy Living Centre and easily accessible
- We have ensured that there is full disabled access to the centre, training suite and main studio, including operating the equipment
- We have First Aiders and counsellors in attendance and trainees complete an Induction pack which includes our H&S policies, confidential medical form, emergency contact details, etc
- We have a fully equipped training suite for group classes or one-to-one tuition. The main studio is utilised by students when 'buddying' or being mentored by an experienced presenter and when hosting their 'live on-air' shows
- We delivering Media training via the schools, colleges, community organisations and provide an introductory level into radio to complete modules in Btec and NVQ in 'Creative Media' and Arts Awards
- Trainees complete portfolios and are expected to research, compile and produce their own individual show which is recorded on CD as coursework evidence
- Trainees have monthly access to KMFM, Heart, and Gateway studios to observe behind the scenes at larger stations
- Trainees can access further training into radio journalism, interview techniques, production and technical skills or to achieve further qualifications (Arts Awards, Duke of Edinburgh, Prince's Trust)
- Training is offered to a diverse range of individuals, focusing on the disadvantaged, to expand their life-skills, confidence and social inclusion
- Our objectives are to include people of all ages and abilities, from all walks of life within our community station and give them the equality to access voluntary involvement, work experience placements and training opportunities
- We run a 'Radio Club' on a Saturday morning for our youngest trainees This is not only learning about radio, but also developing social skills, discipline, having fun and making friends

Accountability

We recognise that we are accountable to our community whether as listeners, participants, trainees, educational bodies or as guests that contribute to the station's service. To uphold this responsibility we will:

- feature an hourly 'Local Artist' and a 2 hourly 'Community Events Diary' highlighting activities in our area and a weekly 'Enterprise Hour' featuring local businesses
- liaise with local our sports clubs to broadcast phone-in reports of league scores, where the teams are playing and to promote recruitment in the clubs
- feature regular local traffic and travel updates and developing incidents.
- feature a local 'job spot' broadcast at 5pm Mon~ Fri
- represent guests and their organisations and conduct interviews in a professional manner
- ensure that presenters have appropriate training and abide by the governing regulations with regards to broadcasting.
- maintain sensitivity and confidentiality when interviewing guests on controversial health matters
- The station is readily accessible to the public due to its social location so the public can visit our studios, meet the team, see what we do and offer their feedback.
- The station is accessible by phone, mail, email, and text message. The station's contact details are regularly announced either by the presenter or via a jingle to emphasise the ways and means

of hearing the broadcast service as well as how to contact the station

- Our website features our contact details, guests, trainees, team, local events and a Listener's Survey, where we welcome people's views on the deliverance of our service. The station manager is responsible for monitoring this activity, responding to any issues and for providing feed-back to the team. All comments will be responded to and will only be removed if insensitive
- We find social media an excellent accountability mechanism to reflect the influence of public input. We have a reach averaging 3,000 per week on our official FB page and people frequently leave their comments or private message us
- We attend numerous local community events and seek feedback from the event organisers and the public via a simple questionnaire. These views are considered and actioned at our monthly management meetings

[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
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<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 	
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<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate. Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</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). Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence. We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
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Company (or other body corporate) name:	SHEPPEY MATTERS
Date of registration:	March 25 th 2000
Company registration number:	3946296
Type of company (or other body corporate):	Registered March 2004. CHARITY (1102847)
Where your body is not a company, please explain how it meets the requirement to be a body corporate:	
N/A	

10. Ownership	Guidance Notes
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<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><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). In relation to exerting control over the applicant, the</i></p>
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<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>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>The company 'Sheppey Matters' is a Registered Charity, a company limited by guarantee, which is run by a Board of Trustees. There are no shareholders, subscribers or members</p>	

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). An indication of management structure (e.g. management committee or equivalent, if applicable), and/or Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<p>1) MICHAEL BROWN ~ CHAIRMAN 2) KENNETH PUGH ~ TRUSTEE 3) CHRISTINE WHITE ~ TRUSTEE 4) BILL RONAN ~ TRUSTEE 5) PAUL MURRAY ~ TRUSTEE 6) NIGEL MARTIN ~ CEO 7) JULIE NICHOLLS ~ SHEPPEY COMMUNITY MEDIA CENTRE PROJECT MANAGER</p>	

12. Management and operations	Guidance Notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why) by email to community.radio@ofcom.org.uk.</i></p>
<p>1) MICHAEL BROWN Employment: Retired Other directorships: Director of Swale Community Leisure. Director of the Criterion Theatre. Director of the charity 'Work this Way'</p>	

Relevant experience or qualifications:

Governor of Eastchurch Primary School, Eastchurch Parish Councillor, Rotarian, Former Cabinet Member and Swale Borough Council Councillor

2) KENNETH PUGH

Employment: Swale Borough Council Councillor

Relevant experience or qualifications:

Cabinet Member of SBC, Rotarian, Minster Parish Councillor, Minster Primary School Governor, Oasis Academy Counsellor, Queenborough Fisheries Trust Trustee, Chairman of the charity 'Work this Way'

3) CHRISTINE WHITE

Employment: Chief Executive Officer of Swale Council Voluntary Services

Other directorships: Director of Swale Council for Voluntary Services. Director of Children and Families Ltd and Diversity House. Trustee of 'Home-Start', Sittingbourne and Sheppey. Trustee of 'Creative People and Places'

4) BILL RONAN

Employment: Kent County Council Community Engagement

5) PAUL MURRAY (M.B.E.)

Employment: Oasis Academy Community Co-ordinator

Relevant experience or qualifications:

MBE, Trustee for Swale CVS, Trustee for Age UK (Sheppey), Member of Sheerness Town Team, Member of the 'Big Local', Medicines Management Board Member and NHS Patient Representative Body Member

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.

NIGEL MARTIN

Chief Executive Officer for the Sheppey Healthy Living Centre and Sheppey Matters

Kent County Council Youth Worker / Trustee for Age UK (Sheppey) / Consortium Member for 'Ideas Test' / Fundraiser for MacMillan Cancer Support

JULIE NICHOLLS (PROJECT MANAGER)

7years experience in Radio Station Management and Fundraising.

13. Staffing structure	Guidance Notes
<p>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.</p>	<p><i>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.</i></p>
<p>JULIE NICHOLLS ~ STATION MANAGER.....paid part time (16 hours) JAMIE RYAN ~ STUDIO MANAGER.....volunteer MICK KENTEN ~ TRAINING MANAGER.....volunteer PHIL WOOD ~ PROGRAMME MANAGER.....volunteer BARRY WEBB ~ TECHNICAL MANAGER.....volunteer JAMIE LONG ~ PRODUCTION & JOURNALISM MANAGER.....volunteer JACK BEE ~ YOUTH TEAM LEADER.....volunteer MADELEINE DANIELS ~ MEDIA & JOURNALISM LEADER.....volunteer</p>	

TRACY TOPSOM ~ COMMUNITY EVENTS MANAGER.....volunteer
 NOEL PRITCHARD ~ ROADSHOW MANAGER.....volunteer
 DANNY LAWRENCE ~ CMA CONSULTANT.....volunteer

We have a team of over 40 volunteers that work alongside the management team to give additional support to the running operations of the station and who attend fundraising charity and community events. All our volunteers are fully DBS checked and several are qualified First-Aiders

14. Applicant's experience	Guidance Notes
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Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.

Ofcom is required to consider whether an applicant has the ability to run a community radio station for the licence period (up to five years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.

A. Please provide a brief history of your group.

Sheppey Matters was founded in 1994, becoming a company limited by guarantee in 2000 and a registered charity in 2004.

Sheppey Matters was involved in a partnership in 2000 to raise almost £1,000, 000 to build the Sheppey Healthy Living Centre (HLC) which became the base for Sheppey Matters and its now nine outreach projects on the Isle of Sheppey.

The charity has a board of trustees taken from the local community; it has excellent links with local authority and statutory bodies, NHS, schools and media. This well respected charity is deeply embedded in the Island's community, providing health based interventions for young and old alike and currently has in its projects portfolio –

- **The Community Chef:** educational workshops in schools/groups on healthy nutrition
- **Community Bus:** providing day trips and transport for the disabled and isolated
- **Community Allotments:** educational and promoting a healthy 'outdoor' life style
- **Sheerness War Memorial** garden: maintaining a place for quiet reflection and the Memorial services for the local community
- **Rural Youth and disabled young people's clubs:** providing exciting activities and events for those socially excluded and/or with 'special needs'
- **Arts and media:** delivering accredited qualifications in Film-making and photography
- **HLC Community Hubs:** (Sheerness & Eastchurch) providing a meeting place for health support groups and individuals needing support or advice. Partnering with an NHS health worker in attendance
- **Waterfront Community Café:** serving healthy options and a common meeting place
- **The Sheppey Community Media Centre, home of Sheppey FM:** providing Media training, work experience and voluntary positions for additional needs students. **Sheppey FM** is the 'voice' of Sheppey Matters, promoting all of our beneficial community projects

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

The group "Sheppey FM" has been successfully broadcasting as a community radio on the internet for over 3yrs and has achieved the respect and loyalty of the local community who are aware of our ethos to train and include those with physical and mental disabilities

We have successfully completed a 28 day RSL in August 2014 which was to commemorate the 'Sheppey Matters' 20 years anniversary of local community services. This was officially launched by David 'Kid' Jenson and attended by the principles of Oasis Academy (David Miller) and the Canterbury College Swale Campus (Mark Howland), Kent County Council, Swale Borough Council, Beverley Thompson (Ex BBC newsreader and Director of Southern Water) Danny Lawrence (Community Media Ass) and our local MP Gordon Henderson, who is also our Patron

In 2015 the 'Sheppey FM Roadshow' trailer supported and attended 70 local fundraising events and

completed several outside broadcasts:

- Live BBC broadcast for the British Legion Memorial Service for Remembrance Sunday.
- Medway World Peace Day
- Summer Solstice 2 day Live Concert /
- Can-Beat ~ Cancer Research Live Concert, Sittingbourne
- Skate Park Launch

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).

Sheppey Matters board members see Q 12

Dawn Cockburn ~ Founder Trustee and President of the charity "Harmony Therapy Trust", which provides free holistic treatments to those with life altering illnesses. 40yrs legal experience. Bereavement Support worker. Former Swale Governor of Medway Maritime Hospital.

Matt Bromley ~ Chair for 'Amicus Horizon' Kent Gateway Area Panel, a local housing association, Chair for Youth Disability Football Club and peer support coordinator for the National charity 'Together', which provides advice and support for those with mental health issues. Roundtable Community Liaison Officer

Phil Crowder ~ President and PR Officer for the Kent branch of the Royal Lifesaving Society. President of the Sheerness Swimming Club and Lifeguard Corps. Qualified swimming teacher and First Aid at Work trainer / Lifesaving instructor.

Mark Ellen ~ Swale Borough Councillor for the Sheerness-East ward and professional musician

Rob Stanbridge ~ Director of 'Dementia Inspired', which cares for the vulnerable in their own home

Jamie Ryan ~ Qualified 'Arts Awards' accreditor / volunteer helper for 'Rural Youth' disability Youth projects / Member of the 'Buffaloes ~Hand of Friendship Lodge

Phil Wood ~ volunteer fundraiser for the local 'Blind Club'

John Sissons ~ Rotarian

Pru Cahill ~ Deacon for Hope St Church

Carla Winters ~ professional entertainer

Sue Barnes ~ professional entertainer

Mick Kenten ~ professional songwriter and musician

Paul James ~ 40yrs experience in variety entertainment: TV, theatre, cabaret. Director of Brick Lane Theatre and a member of the 'Grand Order of the Water Rats'

Patron of Sheppey FM)

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

Julie Nicholls ~ 8yrs experience in radio station management.

Mick Kenten ~ 15yrs experience in FM radio(BBC Radio Medway)

Mark Draper ~ 5yrs experience in Hospital radio (Swale)

Phil Wood ~ 5yrs experience in Hospital radio (Swale)

Tracy Topsom ~ 10yrs experience in FM radio (Coast) / professional events manager

Danny Lawrence ~ 20yrs experience in FM radio (Gateway / Garrison) and CMA consultant

John Sissons ~ 9yrs experience in FM radio (SFM)

Richard Colegate ~ 4yrs experience in FM radio (Sunlight)

Ray Ballard ~ 7yrs experience in FM radio (Capital / Essex)

Matthew Bromley ~ 4yrs experience in Hospital radio (Swale)

Steve Bishop ~ 10yrs experience in FM radio (Invicta)

Paul James ~ 10yrs experience with FM radio (BBC Radio Kent)

Over 30 volunteers have experienced on an RSL

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service.</p> <p>This may include a variety of information, for example:</p> <ul style="list-style-type: none"> • summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc.; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc.; • summary of support from local business or other sectors; • evidence of support from your proposed target community. 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p>Our local MP Gordon Henderson is a great believer and supporter of our station and to show his support he has become our Patron. His testimonial letter is available.</p> <p>The CEO of Swale Borough Council, Abdool Kara is a regular guest on the station and fully supports the station, which he uses to promote SBC support services. Abdool's testimonial letter is available.</p> <p>Many SBC councillors fully support the station, attend interviews and contribute financially each year</p> <p>The Principle of Canterbury College 'Swale Campus' Mark Howland is greatly impressed with the use of our Media Training courses and using broadcasting as an alternative curriculum. Our partnership gained the college an outstanding recommendation with Ofsted and confirmed the continual flow of students for many years. Mark's testimonial letter is available.</p> <p>The Principle of Oasis Academy, David Millar, is amazed by his student's progress attending our Arts Awards and Media Training courses and continues to work further with us for work experience placements and training opportunities for the school's NEET's students. David's testimonial letter is available.</p> <p>Kent Police have worked with us on several occasions with their young offenders attending Arts Award courses which resulted in several of the young offenders turning away from ASB and returning to school. We partner with the local PCSO's and co-ordinate the courses with D. Grant, the Kent Police Community Liaison Officer. Don's testimonial letter is available</p> <p>MEBN (Medway Education Business Partnership) This educational support company partners with us every year, liaising with the schools to provide work experience placements for students from our local schools (Oasis Academy Sheerness, Fulston Manor Sittingbourne, and Westlands Sittingbourne)</p> <p>'Swale Your Way', part of the national charity 'Together' supports people with mental health issues. They host a radio show with us dedicated to promoting their services and highlighting the everyday problems for this community. They utilise the station to train people with mental health issues.</p> <p>Sheppey Matters also partner with the Job Centre Plus and have been awarded the 'Kent Employer Partnership Award' for excellence in Employer Engagement in 2013, 2014 & 2015. We work with Project Lead H. Jennings for 'Skillnet' on their 'Head Held High' programme which supports people with learning difficulties to find employment</p> <p>Many organisations travel long distances to bring their 'additional needs' students to us as our specialist training provision is totally unique in this area and highly in demand:</p> <ul style="list-style-type: none"> • The 'Young Lives Foundation', Maidstone working with S O'Brien, YLF Worker • Trinity College, Rochester, liaising with Principle E Furnell: 	

- Heath Farm School, Ashford, liaising with Head Tutor S Moore
- Mencap Sheppey branch, partnering with support worker J Giddings
- ADHD Sheppey branch partnering with founder B Nolkar
- Kent Learning and Employability 'Catch 22' working with M Gavin
- Prince's Trust, liaising L Martin
- Duke of Edinburgh, liaising with S Edwards
- CXK (Connexions Kent), liaising with S Fernandez

Testimonial letters from the above organisations / individuals are readily available

We are greatly supported by many local businesses that trust us with their money to advertise or sponsor shows with us. Local businesses respect our aims to include people with special needs at the station. It's not always about the money but more about community cohesion! At least 70% of shops in Sheerness town display our Sheppey FM logo and many local people also display our logo in their cars

They also pay to display their company logos on our 'Roadshow Trailer' which has been requested to attend over 70 local fundraising events this year and is extremely in demand by our community. We do not charge for this service but people gladly give us donations

Organisations trust us to enhance their events and we attend many important services:

1. British Legion Memorial Service for Remembrance Sunday.
2. Royal Naval 'Wildfire' Commemorative Service.
3. Christmas Lights turn-on at Sheerness and Queenborough
4. The Opening Launch of Morrisons, Iceland's and JD Sports

We realise that Ofcom does not value petitions, but we do currently have one with over 3,000 signatures, including our Local MP Gordon Henderson

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)		
X 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.

X 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.

X 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.

X 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:

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

Broadcasting engineering:**Engineering notes**

We require preliminary radio frequency (r.f.) engineering information and applicants are advised that this section is not intended to be exhaustive. We are asking for the basic engineering parameters necessary to determine the extent of frequency availability in an applicant's chosen area (after taking account of the requirements of neighbouring broadcasters); and to determine whether the proposed service area can be adequately served from this site. As a result, applicants should note the importance of identifying a transmission site that is suitable for the area they wish to serve.

While Ofcom would not wish applicants to go to unnecessary expense (we do not guarantee the availability of a suitable frequency and/or our ability to allocate it for broadcasting from the chosen transmission site), we do require precise details about the transmission site chosen. The questions following relate to this.

Applicants should provide evidence of negotiations or agreement with the site owner (e.g. whether a provisional agreement is in place). Any licence award will be based on the coverage area from the site identified in the application. If a licence is offered, Ofcom may not be able to agree to a change from the site put forward in this application (and any request for a change will need to be justified).

Applicants should read and be aware of the relevant part of the Ofcom Site Engineering Code which may be found at: http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng_code/

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

25. Engineering information

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

		Answer
Waveband:	Is the application for an FM licence?	Yes
	Is the application for an AM licence?	No
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i>	No
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes
Transmission site address:	What is the postal address and post code:	Sheppey Healthy Living Centre, Royal Rd, Sheerness, Kent, ME12 1HH
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	TQ 921 217
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	7.10
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	20
	What is the height, in metres, of the transmitting antenna AGL?	27
	Please supply photographs of the transmitter mast / building and aerial location.	Enclosed
About the transmission site:	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	Community Internet station Sheppey FM
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

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	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	Yes
	Applicant group owns site?	No
	Other – please specify.	SBC
<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:	JULIE NICHOLLS	
Phone:	01795 664499 (Media Centre Reception)	
E-mail:	nichollsjulie@aol.com	
Website:	www.sheppeyfm.org.uk	

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

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

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

Concluding declaration:

28. Declaration		
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	Bill Ronan (Kent County Council~ Community Manager) Cllr Ken Pugh / Cllr Mark Ellen (Swale Borough Council)	
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	NONE	
c) Bodies whose objects are wholly or mainly of a religious nature	NONE	

d) An individual who is an officer of a body falling within (c) above	Pru Cahill ~Ordained Deacon	
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above)	NONE	
f) An advertising agency or an associate of an advertising agency	NONE	
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	Mark Draper; presenter at Hospital Radio Swale Richard Colegate; presenter at Sunlight FM	
Other interests		
2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)		
NONE		
Other matters		
3. In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether: (i) the applicant; (ii) any director of the applicant; (iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant; may not be considered a 'fit and proper person' to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.		
NONE		
Do you confirm, to the best of your knowledge and belief, that:		
4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);		
5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;		
6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;		
7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and		
8. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made to Ofcom.		
Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.		
<input checked="" type="checkbox"/> 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:		

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- 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.

JULIE NICHOLLS (Name of person)

SHEPPEY MATTERS PROJECT MANAGER (Title or position in the applicant group)

(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.