



Community radio licence application form

Version 4

Shoreline

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>
Shoreline	

Guidance Notes	
<p>Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application.</p> <p>(Please tell us the sources of the information you provide.)</p>	<p><i>It is a legislative requirement that a service is intended primarily to serve one or more communities (whether or not it also serves other members of the public) and we need to understand who comprises that community or communities. The target community will also be specified in the licence, if this application is successful.</i></p> <p><i>The legislation defines a 'community' as: people who live or work or undergo education or training in a particular area or locality, or people who have one or more interests or characteristics in common.</i></p>
<p>Answer in fewer than 300 words:</p> <p>The Romney Marsh area of south west Kent is flat, sparsely populated and Britain's only officially designated desert. It covers some 100 square miles but the bulk of the population lives on a coastal strip of 20km from Hythe in the north to Lydd-On-Sea and Dungeness in the south. This creates a transmission problem and we have indentified a site 8km from Hythe and 7km from New Romney.</p> <p>The population of this coastal strip is made up of Hythe (14,000), Dymchurch (3,600), New Romney (7,000). With a reasonable power increase we estimate coverage could also include Lydd-On-Sea, Greatstone and Dungeness making a grand population coverage of 33,600. (Details from Census and Council information.)</p> <p>Because of the area's temperate and peaceful location it is a favoured retirement spot with bungalow estates dominating the crescent shaped bay. Major retail facilities are found at New Romney, Hythe and Folkestone – all served by an excellent bus service. Employment opportunities are centred on Dungeness Power Station, agricultural enterprises and tourism.</p> <p>The wild, natural features of the area attract walkers, ornithologists and wildlife enthusiasts. The Romney Marsh Visitor Centre reflects this varied landscape with displays on the ecology of the wetlands and desert areas within this unique community.</p> <p>The landscape has also inspired art and creativity, with many painters, photographers, writers and film makers discovering the haunting beauty of its pastoral views.</p> <p>Our proposed radio service would reflect the rich and varied facets of this delightfully secluded society.</p>	

3. Proposed area	Guidance Notes
What is the area you propose to serve?	<p><i>It is Ofcom policy that community radio stations usually serve an area of up to a 5 kilometre radius from the transmission site. See 'Coverage and planning policy for analogue radio broadcasting services'.</i></p> <p>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p>
<p>From a transmission site to the north of Dymchurch using 25w in the vertical plane, we would cover Hythe in the north, Dymchurch and St Mary's Bay in the centre and almost down to New Romney in the south. At 50w in the vertical plane we could comfortably cover all of New Romney, Littlestone and parts of Greatstone. With 75w our coverage would be audible in south Greatstone, Lydd, Lydd-On-Sea and Dungeness.</p> <p>We have utilised the website Ircov.crc.ca/main for our coverage prediction – with our aerial at 13m high on the side of a barn at Hagueldands Farm, Burmarsh Road, Dymchurch (TR107306). The Longitude is 51.04857, with latitude = 0.99692.</p> <p>We are aware of the numerous French local stations that are audible in the area, some of which appear to be evening and weekend pirate operations. Although FM transmission is preferable we would consider, because of the geography of this coastal strip area, an AM service which could also</p>	

work from the same transmission site, although at a much greater cost (we estimate by a factor of four times for the transmitter) .

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:

Our service will consist of easy on the ear popular music from the last five decades, together with an abundance of events, what's on and topical talking points.

Over time we hope to include specialist music and speech programmes, usually for early and mid-evening transmission.

The speech content will come from presenter led topics, local public information announcements, charitable promotions and seasonal health and well being campaigns.

Adding all the ingredients together our aim is to provide a professional, reliable, personable and friendly radio service offering a wide ranging view of life in the area, together with a positive companionship.

Although we have conducted much basic research with groups, it is not until broadcasting commences that specific feedback is likely to be received. Our "sound" on day one is likely to be subtly amended in the light of these comments and views. This process is likely to continue for at least our first 18 months as we introduce changes and additions to refine the schedule. We would wish our service to be popular and appreciated and will listen very carefully to all views and suggestions received.

Our music/speech ration will vary over time with, for instance, more events likely to occur during the summer months. It is difficult to predict a specific ratio as this will depend on the confidence and experience of on air personnel. We won't be a juke box neither will we be Radio 4. We are likely to start with a low speech percentage and gradually increase in the light of feedback from the listeners. (I have personally been on small stations where presenters are told to waffle during their shows to increase the Ofcom speech ratio. Not a great experience for listeners.) From our partnership with two nearby local stations we hope to co-operate and share well produced speech items. We would estimate our daytime speech after a year might be around 20%. We note that on a stopwatch check, the actual presenter spoken words on a national networked commercial station amounted to 1'40" per hour - a figure we are likely to beat within months.

We aim quickly to provide some live programmes, predominantly at breakfast and late afternoon, although this will depend on the availability, reliability and experience of volunteers. Over our first year we would hope to train, and retain, volunteers to cover as many programmes as is possible within our and their time constraints.

Our broadcasts will be in English although with France only 25 miles away, we may introduce French language learning spots.

Over time we would hope to produce most of our material, but in the early days and over the longer term may take appropriate specialist programmes from our partner radio stations. Certain programmes will be repeated at different times of the day and week to catch different audiences.

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:

Because the locality is a popular retirement area we will work in conjunction with local clubs, societies and charitable organisations. "Age Concern", "U3A" and local libraries have expressed enthusiasm for the radio project and will provide material and promotions to keep all in the area up to date with news, events and entertainments. We will also be pro-active in searching for fresh ideas, suggestions and volunteering opportunities for all ages to live a full and active life in the community.

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:

Our service will overlap with the Kent wide commercial station KMFM which used to have four distinct editorial areas but now comes from a central studio complex. Also audible in this part of Kent are Smooth and Heart.

The location we propose to cover is not considered a hard news area and is rarely mentioned on either BBC Kent or the regional commercial stations. Our events/what's on promotions service will be unique and the overall 'easy on the ear' musical output will also vastly increase the range in listening choice.

Nearby Folkestone is served by the community station, Academy FM, but their editorial area is solely for this larger conurbation. We have agreed a partnership with this station to share some programmes and relevant interviews.

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 general public. Please include summaries of evidence to support your answer.

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

Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, 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 individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –

- (a) the provision of a radio service to individuals who are otherwise underserved by such services,*
- (b) the facilitation of discussion and the expression of opinion,*
- (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*
- (d) the better understanding of the particular community and the strengthening of links within it.*

Social gain may also include the achievement of other objectives of a social nature.¹

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.

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.

Answer in fewer than 1,500 words:

The area we propose to serve is a favourite retirement location. There are numerous clubs and societies in existence but many aren't mentioned in the local newspaper. Our service of a relaxing nature will offer music and information across a wide part of this sparsely populated region. There is an

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

excellent bus service across Romney Marsh and comfortable travel can take you easily to Ashford, Folkestone, Dover and Canterbury. In the other direction are buses to Rye, Camber Sands and Hastings. This will give us a rich library of information to use in our events service.

Because the area is conducive to retirement, there is a more relaxed feel to life. The retired though are eager to explore new experiences and our service will provide the information and contacts to facilitate these desires.

We aim to use all the social media outlets – e mail, Facebook, Twitter – to make contact with the radio station as simple as possible. Through this we hope to create a friendly open approach to all our listeners.

We will actively seek out untapped talent to produce, for example, written pieces, promotions for their club or favourite activity, lively what's ons, and general news about this particular community. Help will be offered on a practical level as well as suggesting other groups of like minded individuals.

From our local conversations and research, we have found a slightly puzzled enthusiasm for the project. Many groups are, quite rightly, taking a wait and see approach before stating their specific likes and dislikes. Frequently mentioned positive topics include a desire to tune in to more melodic music and hear about the area. Negatives include a dislike of repetitive depressing news, and an aversion to a shouting and overly upbeat presentation. Many respondents miss the easy style of Terry Wogan.

The proposed coverage area includes many sparsely populated villages. Hopefully on a daily basis our radio can open up a slightly wider world for travel and stimulation.

We have in place partnerships with a number of useful and related enterprises. As well as sharing skills and financial knowledge, we also hope to reciprocate by helping them. We have an alliance with the Folkestone and Hythe Operatic and Drama Society who can offer experienced amateur thespians for voice work, either in programme presentation or for trailers and promotions. Academy FM is the successful community station in Folkestone with which we will be able to share management experience, training modules and financial knowledge connected to this sector. We will also co-share facilities with a highly respected internet station, ChannelRadio.co.uk. This is based at Haguelands Farm, Dymchurch adjacent to our mast site. From here we hope to share studio, technical facilities and general expertise.

Our local MP, Damian Collins, comes from a media background and has expressed enthusiasm for our success in this bid.

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>Answer in fewer than 400 words:</p> <p>Listeners will be encouraged to contact the station via all the social media outlets. From this input we can then shape the flow of the day and amend specific points. From my previous time setting up and running a community station in Yorkshire (CR064, Tempo FM. Wetherby), many volunteers wish to enhance and build on their prior experience. Both the station and the individual gain immensely from this partnership.</p> <p>Some volunteers may wish to participate with writing scripts, learning technical and computer skills and gathering news and information for broadcast. No two volunteers are the same and each will be offered assistance in fulfilling their aims. This of course takes time for each party and can sometimes overload an already busy work/time regime. It can then lead to less time and energy being spent on the station output. Ofcom's previous annual reports illustrate the challenges of operating a community station. It is</p>	

a fine balance between broadcasting and training. Hopefully my previous four year's experience in Wetherby has prepared me for this, and together with the three partnerships already now in place, it won't be such a huge learning curve.

The number of volunteers will depend on initial interest in the station; time available for each person and a personal commitment to learn new skills. Until we commence broadcasting it is virtually impossible to predict the flow of volunteers. Our feeling is that many people will respond once word spreads and the station raises its profile. At the Wetherby station we found that the number of volunteers gradually increased each year, but always tended to be a floating group.

7. Access to facilities and training

Guidance Notes

Set out the practical (formal and informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities that would be used for the provision of your service and to receive training in their use.

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.

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.

Answer in fewer than 400 words:

As computer technology has advanced, much of a formal radio station can now be accessed online.

Voice recording, audio editing, music mixing and subsequent MP3 delivery to the station is commonplace. These facilities are free and we would point volunteers to these sites. Most of the operations are self explanatory and if not, we can easily smooth the path to competence. Libraries in the area have computer facilities and we could arrange one to one personal training via this public access.

We aim to co-share technical facilities both at the internet station and Academy FM for either live or pre-recorded programmes.

Ensuring accountability:

8. Accountability

Guidance Notes

Please set out your proposed community accountability mechanisms. These should cover matters such as:

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.

How will members of your target community:

- make contact with your service, and
- influence the operation of the service?

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).

How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon?

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

Answer in fewer than 500 words:

We aim to make contact with the station as easy as possible. All the usual social media outlets will be used – e mail, Facebook, Twitter. These are mostly public so anyone can access the information. All queries and comment are immensely valuable for audience research and will be collated and discussed. Some will be actioned easily, others will depend on a number of factors, the cost, the time and the availability of a volunteer or trustee. Complaints will have a response within the shortest time possible, although some may require an investigation or a listen to the logger recording. We will need to take time to consider certain points to ascertain whether they represent one or multiple listener views.

Requests for information – such as an event contact phone number, or for the title of a piece of music

will be actioned immediately

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

OVERVIEW

Our aim is to provide a professional sounding popular radio service. The choice of music and talk items will reflect the lifestyle and pace of the area.

Contained within Kent's Romney Marsh is a myriad of eclectic interests. It is a popular retirement area as well as containing much artistic endeavour. The strange beauty of the flat landscape belies an intriguing mix of nature and wildlife which has long inspired art in its broadest sense.

Our service will reflect the varied passions across the area as well as providing a comprehensive package of health and lifestyle information.

Volunteers will be invaluable in the way different interest groups are reflected on air.

Training in radio production will be provided at a pace that is commensurate with individual's time, aptitude and energy. Much practical learning can be accessed from the internet and we will point volunteers to self-help sites that offer an accessible approach.

Communication with the station will be as simple as possible with public access to our email address, Facebook and Twitter accounts. Any comments and queries will be answered in a time scale that reflects the urgency. Some complaints for instance will require listening to the logger recording followed by subsequent clarification from specific volunteers.

Over our first 18 month period , we will listen and act on comments in order to fine tune the output to better reflect listener preferences. Once we feel confident that we are “in tune” with our listeners, we can start to look at longer term ambitions such as outside broadcasts and perhaps satellite studios in public buildings. Radio never stops evolving and our ear will always be sensitive to fresh ideas.

Our management team will be in constant communication via group email and we will have meetings at appropriate times. My previous experience at CR064 Tempo FM, Wetherby suggests that public meeting are poorly attended. It was much better to go out and about to various groups and clubs to engage in open discussion.

<p>Station name [As in section 1 of this application]</p>	<p>Shoreline</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>To as much of Romney Marsh, Kent as possible within the transmission power allocation.</p>
<p>Proposed area [State the proposed coverage area as set out in section 3.]</p>	<p>At 25w we could reach Dymchurch, Hythe and parts of New Romney. On 75w we should cover all the above and much of the inland villages and as south as Dungeness, Lydd and Lydd-On-Sea – up to a total population of 33,600.</p>

Programming output

[This should be a summary of the answer you have given in section 4, in no more than **200 words**]

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

- The live output hours will depend on the experience and confidence of volunteers. Away from breakfast and late afternoon peak hours, much is likely to be pre-recorded. Our speech content will gently rise as participants gain experience – certainly we won't be either a juke box or Radio 4 . We will use audience feedback to ascertain the correct percentage for the area.

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

- Local produced material will increase once we have a team of competent volunteers. We aim to share some programmes from neighbouring stations namely Academy FM, Folkestone and internet station, ChannelRadio.co.uk

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

- We will co-share studio facilities with established station, ChannelRadio.co.uk, Dymchurch as well as recording and production facilities at community station Academy FM, Folkestone.

Social gain

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

- We will offer a relaxed and personable radio service aiming to provide a daily view of what's going on across Romney Marsh and Hythe Bay.
- Working with groups, clubs and charities to broadcast useful physical, mental health and well being information.
- We will actively seek new talent and interesting activities for everyone's enjoyment.
- We will be a conduit for local council information and updates.
- Above all we will hope to become a reliable and appreciated, socially useful, companion.

Participation in the service

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

- Contact with the station will be as simple as possible, via e mail, Facebook and Twitter.
- Volunteers will be encouraged to enhance previous experiences and utilise these for the good of the community.
- Free Computer based technology will be used for the production of speech items such as events, call for new members, and charitable appeals.

Access to facilities and training

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

- Access will be open to all but probably constrained by time and personnel factors.
- Training will be via existing modules or from internet based information, publically accessible from local libraries.
- One to one courses can be tailored to individual needs but again within volunteer time constraints.

Accountability

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

- Response time to complaints will be as short as feasible but may require investigation and a rerun of the logger recording.
- Queries for information will be answered as soon as possible. Contact with the station will be as simple as possible, usually via e mail, Facebook and Twitter.

[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: Retrocadia Ltd</p> <p>Date of registration: 19/10/2015</p> <p>Company registration number: 9830591</p> <p>Type of company (or other body corporate): Company Limited by Guarantee.</p>	
<p>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</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>The members of the company will be confirmed nearer the time and after the offer of a licence, but at the moment consist of -</p> <p>Greg Bance – Speech and news consultant</p> <p>Andrew Cadier – Music and ambiance consultant</p> <p>Robert Preedy – General programming consultant and Accountant</p> <p>Mike Thompsett – Technical and computer consultant</p>	

Ability to maintain the service:

11. Management and operations	<input type="checkbox"/> <input type="checkbox"/> 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>At present the structure is as follows, but may change over time before the licence grant.</p> <p>Chairman/Manager = Robert Preedy (full time, unpaid)</p> <p>Trustees = Greg Bance (speech consultant), Andrew Cadier (music and ambiance consultant), Mike Thompsett (technical and computer consultant)</p> <p>All Trustees positions are voluntary, part time and unpaid.</p>	

12. Management and operations	<input type="checkbox"/> 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>Answer (for each director):</p> <p>Robert Preedy Employment: Self employed researcher, author. Other directorships: non Relevant experience or qualifications: Extensive media experience with BBC and ITV, BBC local and commercial radio. Set up and ran Ofcom Community station Tempo FM, Wetherby (CR064) for four years. Now presenter/producer at Academy FM, Folkestone and ChannelRadio.co.uk, Dymchurch. Author of 25 non- fiction books. Continuity Announcer at Granada, Yorkshire, Tyne Tees and Border Television. Producer/presenter at BBC Yorkshire stations, Leeds, York, Sheffield and Humberside. Producer/presenter at Radio Aire, Radio Hallam, Pennine Radio, Radio Tees, Magic 828, BBC Radio London.</p> <p>Trustees Greg Bance. Extensive broadcasting experience since the 1960s including LBC and IRN newsreader, breakfast presenter on Radio Orwell, Continuity Announcer Tyne Tees and Harlech Television.</p>	

Andrew Cadier. Long standing experience from the 1960s up to date including time on Radio 390, Radio 355 and Caroline North, Neptune Radio (Dover), Hythe FM (an RSL).
Mike Thompsett. Full time computer consultant as well as IT Director at ChannelRadio.co.uk

ALL ADDRESSES TO BE WITHHELD PLEASE

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.

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>Answer in fewer than 400 words, plus organisation chart (optional):</p> <p>Robert Preedy – Chairman/Manager, general programming consultant. Full time, unpaid.</p> <p>Greg Bance, speech and news consultant, part time, unpaid. Up to 12 hours per week.</p> <p>Andrew Cadier, music and ambiance consultant, part time unpaid. Up to 12 hours per week.</p> <p>Mike Thompsett, technical and computer consultant, part time unpaid, Up to 12 hours a week.</p>	

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>The group was formed two years ago when it became clear that Ofcom was likely to invite applications for the South East region. We have had regular meetings and consultations about how to run a successful station in the most cost effective way. Our group contains vast knowledge in technical and computer skills plus radio programming experience in news and music presentation.</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>Broadcasting experience from the group includes stints on sixties stations, followed by BBC Local, Independent Commercial radio, ITV and BBC TV, RSL's, Community Radio and numerous internet stations. Individual experience is listed in section 12.</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>Robert Preedy – operated two successful independent cinemas in Yorkshire over a 21 year period. Written and produced 25 non-fiction books (including 12 for specific publishers). Engaged for three years as Rides Co-Ordinator/Researcher at Dreamland Amusement Park, Margate. Recently completed a 100,000 word study on the history of British Amusement Parks. Trained as an accountant.</p> <p>Mike Thompsett – full time computer programmer. Set up the technical and studio aspects of internet station ChannelRadio.co.uk.</p> <p>Andrew Cadier – worked in the voluntary and charity sector for many years.</p>	

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

Answer in fewer than 150 words:

A precis of broadcasting experience can be found in section 12.

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>

Answer in fewer than 1,000 words:

A number of organisations have expressed enthusiasm for the formation of a radio station in the area. These include Age Concern, Hythe and the local U3A group of active retirees. Our local MP, Damian Collins, has a media background and has expressed interest in helping us in any way he is able.

Peter Heselden is the chairman of the Folkestone and Hythe Operatic and Dramatic Society. His community theatre has a packed list of productions all year round. He can see the advantage of a partnership. We can provide publicity for this amateur group and in return he is able to provide experienced actors and actresses for speech roles within the station.

David Sharp, manager at community station, Academy FM, Folkestone is keen on a partnership which could include sharing management knowledge, financial matters, programme sharing and possibly joint airtime sales. The experience so far at Academy FM is that the recent concession to sell up to £15,000 worth of advertising is proving very popular with small companies. Local businesses in our proposed area are likely to respond with the same enthusiasm.

The directors at ChannelRadio.co.uk wish to work with us, again sharing experiences and a number of high quality programmes.

Participants in our conversation and focus groups are at the moment slightly bemused by the concept but like the concept of their own station. We know they will be vocal once they hear exactly what comes out of their radio speaker sometime in the future.

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.

□ PLEASE WITHHOLD INFORMATION

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).

Please withhold this information.

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>

PLEASE WITHHOLD THIS INFORMATION

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).

PLEASE WITHHOLD THIS INFORMATION

20. Year 1 financial information – commercial activities on air

During your first year of broadcasting would your proposed station carry any on-air advertising? (If so, please state the amount of income you anticipate from this source and its anticipated proportion of total income)		
If 'No' might your proposed service seek to carry on-air advertising at a later date? (If so, please state the amount of income you estimate from this source and its estimated proportion of total income)		
During your first year of broadcasting would your proposed station carry sponsorship or commercial references in return for payment? (If so, please state the amount of income you anticipate from this source and its anticipated proportion of total income)		
If 'No' might your proposed service seek to carry sponsorship or commercial references in return for payment at a later date? (If so, please state the amount of income you estimate from this source and its estimated proportion of total income)		

PLEASE WITHHOLD THIS INFORMATION

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.

Please withhold this information

22. Year 1 financial information - contingency

PLEASE WITHHOLD THIS INFORMATION

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.

PLEASE WITHHOLD THIS INFORMATION

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:

PLEASE WITHHOLD THIS INFORMATION

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>	Yes
	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 we understand the additional cost implications. We would appreciate early notice that an FM frequency is unavailable, so we can rearrange our financial predictions. Our estimate is approx three times higher for a transmitter. A used one would be sought.

Transmission site address:	What is the postal address and post code:	Haguelands Farm, Burmash Road, Dymchurch, TN29 0JR
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	TR 107 306
About the site's dimensions:	AOD	0 metres
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	14 metres
	What is the height, in metres, of the transmitting antenna AGL?	1 metre
	Please supply photographs of the transmitter mast / building and aerial location.	<input type="checkbox"/> Attached to email
About the transmission site:	Who owns the site and what are their full contact details?	
	Broadcasting?	No
Transmission site availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	Agreement in place
	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	<input type="checkbox"/> 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>
Answer here:	
Name:	Robert Preedy
Mobile:	07955 240 151
E-mail:	Retrocadia@gmail.com

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

27. Contact details for Ofcom	<input type="checkbox"/> 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)
α) Local authorities	No	No
β) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	No	No
χ) Bodies whose objects are wholly or mainly of a religious nature	No	No
δ) An individual who is an officer of a body falling within (c) above	No	No
ε) 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)	No	No
φ) An advertising agency or an associate of an advertising agency	No	No
γ) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	No	No

Other interests

2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)

Answer: 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.

Answer: No

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.

AGREE 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:

- Not included - Memorandum & Articles of Association
- Not included - Certificate of Incorporation
- Paid. Application Payment (UK £ 600.00) non-returnable
- Attached to email- 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.

Robert Preedy _____ (Name of person)

Chairman/Manager _____ (Title or position in the applicant group)

15 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.