Ofcom

Community radio licence application form

Awaaz FM

1. Station Name	Guidance Notes
What is the proposed station name?	*This is the name you expect to use to identify the station on air.*
Awaaz FM	

2. Community to be served	Guidance Notes
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. (Please tell us the sources of the information you provide.)	*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.* *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.*

Answer in fewer than 300 words:

We define the communities we are proposing to serve as those living in deprived wards of Southampton predominately Bargate, Bevois, Bassett and Portswood. We will also target Eastleigh, Chandlers Ford and Bishopstoke wards.

The estimated populations of Bargate/Bevois and Bassett/Portswood wards are 36,000 and 30,000 respectively[2]. The ethnic minority population in the city is estimated at 17.3% - compared to 16.4% nationally in 'similar' core cities1.

Bargate ward is the largest ward in the city and is amongst the most deprived areas in the country on education, skills and training indices. Bevois ward population has increased by 24% since 2001 and has an unemployment rate of 4.3% while the City level stands at 2.9%. The number of long term unemployed has doubled since 2012. The ward also has the highest % of children in poverty (41.6%). Child poverty is most prevalent in the Bevois and Bargate Wards[2]. The population density for Bevois (77.6 people per hectare) is the highest in the city compared with 47.5 for Southampton[1]. Faith: The biggest increase (136%) has been in the number of Muslims – between 2001 and 2011. In Bevois nearly 20% of residents are Muslim and 7% are Sikh. 26% of school age children are from BME communities1. Pupils whose first language is not English has risen by 4% to 12.7% in 2011; and 7% of households do not have English as their main language2. There are currently 68 community languages spoken in the city [SEMS school survey 2000]. Since 2011, there have been a total of 748 Police activities in the SO14 area[3].

References:

1 Southampton Connect profile report 2012

2 Census 2011

3 Hampshire Constabulary

We propose to broadcast in the following languages: Pakistani (Urdu, Punjabi and Pashtun), Kashmir (Mirpur), Sikh (Punjabi), South Indian (Malayalam), Iran (Persian), Greek and English.

3. Proposed area	Guidance Notes
What is the area you propose to serve?	*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'.*

The proposed area to be served is Southampton and surrounding areas – typically postcodes SO14 to SO19 – and covering an 8 kilometre radius of urban and rural area (including Eastleigh, Totton, Hedge End and Bishopstoke) from the transmission site.

Outside the major population centre of Southampton, the target community becomes quite dispersed (living in the rural areas of Bishopstoke, Fair Oak, Chilworth). It is our aim to include these isolated populations in our broadcast MCA.

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
Please fill-in all three questions below	*The law requires applicants to state their proposals for providing a service that would:*
Question A asks you to **describe your programme service.**	*(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);*
Question B relates to how your output will serve the **tastes and interests** of your target community.	*(ii) broaden the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities;*
Question C is about how your service will **broaden the range of local** (non-BBC) **services** available in your area.	*(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and*
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.	*(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.*
	Ofcom is required to consider the extent to which an applicant's proposals will cater for the tastes and interests of members of its target community or communities.
	Ofcom is also required to consider the extent to which proposals for a community radio station would broaden the range of programmes available

by way of non-BBC local services (both commercial and community stations) in the area concerned (especially, the extent to which a proposed service would have a distinct nature or provide distinct content from any overlapping non-BBC local services).

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

4. Programming output

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

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

Answer in fewer than 1,000 words:

Our format will include music from the Indus Valley (Pakistan), Asian sub-continent (India), European and Middle East. The service will include the introduction of Healthwatch, CQC – Care Quality Commission, Southampton Voluntary Services, Southampton City Council Services and the local NHS to the community. As a whole, the community has suffered a lack of introduction to the statutory services provided by these organisations whilst at the same time the organisations themselves have made little or ineffective use of the current platforms available. This has resulted in a lack of use of these services – vital to community health, welfare and career prospects. Awaaz will make weekly broadcasts from such organisations to motivate the local population and encourage them to use the services they are entitled to. We will also begin a joint initiative with radio stations across the world to allow the local communities from both sides to interact creating a global radio village – we are currently in talks with Radio Azad in Dallas USA, Magic Radio in Karachi Pakistan, Dublin FM in Ireland and several community stations in the UK. It is important to note that the reason for choosing these stations is primarily because the local community has some 'attachment' to the cities where the radio stations are located and as a way of combating loneliness , depression and well-being as well as encouraging interaction between communities – such joint collaborative programming can be seen as a realistic and effective tool (relevant evidence is available via the Sidney de Haans Research Centre, Canterbury University)

The music we will play will be from Pakistan (Urdu, Pashtu), Afghanistan (Pashtu, Dairi) Kashmir (Mirpuri), India (Punjabi, Hindi and Malayalam), Greece (Greek), Iran (Persian) and English. We intend to have a Live output between the hours of 9.30am – 8.30pm from Monday to Friday and 9.30am to 8.30pm on Weekends. The service will be broadcast by community members from 9 different nationalities who will broadcast in their respective languages namely: Urdu, Hindi, Punjabi, Pashtu, Kashmiri, English, Malayalam, Greek and Farsi.

The main speech elements of the service will be discussion programs, information dissemination and musical entertainment as well as religious announcements at the appropriate times i.e. festivals,

events, death announcements or social gatherings. The output is designed to address specific issues relevant to the community and therefore the majority of our programming will be original and locally produced.

We also intend to repeat some materials as and when required i.e. system maintenance, system downtime, at the request of the community etc. The service will be a mixture of Live output from trained presenters together with music and information for the targeted audiences. There will also be announcements that are relevant to the community such as religious community ceremonies, community gatherings, events, workshops and health specific information. **Each Friday afternoon we will broadcast the Azaan for the Islamic community.**

The social gain and community benefit we are proposing will be reflected in the output of the programs as they are formatted to include social adverts (free-to-air adverts that carry a social message relevant to the community) i.e. stop smoking during Ramadan, 'Plan your escape in case of fire' during Diwali etc.

The main speech elements, social gain and community benefits will be reflected on-air by the provision of a service to the community who are otherwise under served by other media outlets. We will facilitate discussion and expression of opinion by specific and targeted programs including discussion, debate and interaction with local professionals/statutory organisations and local authority. We anticipate this will help give the local community a better understanding of services available to them and also it will strengthen links with such organisations. During peak times we will broadcast up-to-date community news, current affairs, traffic and travel. We consider peak times to be from 4pm to 6pm weekdays.

There will be an automated overnight service. The likely speech to music ratio will be 35:65 respectively. This will vary at different times during the year as some religious festivals fall during different times of the year and therefore the speech: music ratio will differ during these times. As we intend to cover specific religious festivals, the music: speech ratio will change during these periods. For example, during Ramadan, Eid, Vaisaiki, Diwali, Navarati, Easter and Christmas the speech ratio may be higher in some months.

Our intention is to involve and engage the target communities and therefore there is a need to broadcast Live output throughout the year.

We intend to broadcast in 9 different languages namely English 5%, Greek 2.5%, Malayalam 2.5%, Kashmiri 5%, Persian 5%, Urdu 30%, Punjabi 20%, Pashtun 20% and Hindi 10%. These are approximate values and exact values will be determined once a schedule has been agreed.

The original output will be locally produced. We intend to use repeat material sourced from third party organisations such as the NHS, Care Quality Commission and other statutory organisations.

Awaaz FM delivers programming currently unavailable in Southampton on the FM spectrum. We aim to include music by local artists originating from the Indian Sub-Continent. We aim to make programs that cover issues such as – legal, accountancy, tax, business support, visas, travel information, community events, charitable events, religious information & discussions. Most broadcasts will be original and produced locally to tailor for the targeted community. Awaaz will aim to be a dynamic, entertaining, informative, educational and accessible community radio station. Our broad yet targeted format will reflect our core principle – *aap ki awaaz, aap ke shair mein* (your voice in your city). Our program content will reflect the multi ethnic linguistic requirements of our audience as demonstrated through our exceptional experimental online and RSL programs during the past 5 years.

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:

We intend to cater to the interests and tastes of the community through discussion and informative broadcasts which will allow the listener to interact & give their viewpoints. Programs will also encourage the listeners to debate everyday issues and challenge decisions made on their behalf by local politicians or councillors. Each program is designed to involve and engage its target community by allowing discussion & interaction as well as music. Topics will be community related including

religious and taboo issues (such as HIV/AIDS, Dementia and other culturally sensitive subjects). Programs will also cover religious issues.

Previous RSL broadcasts have shown that Awaaz Radio is the only voice locally that has tackled such taboo subjects successfully and so openly on such a platform (evidenced by Hampshire Constabulary during a domestic violence 'open forum' program).

We cater for the musical tastes with music, discussions, debates, infotainment as well as hosting and arranging events in conjunction with our media and arts partners.

Interests are catered for by the dissemination of local information released by faith or community organisations as well as statutory organisations. We will also introduce citywide services as well as national organisations such as the Care Quality Commission – CQC – who act on behalf of the general public in the interests of health and public safety.

The target community is in need of education on relevant issues such as welfare, crime, health (breast cancer, testicular cancer and other sensitive health problems) and integration rather than the isolation of segregation. Such issues need to be debated and information disseminated on an open platform without fear of reprisals. The Awaaz platform will host weekly programs to this extent.

Awaaz will also endeavour to arrange bi-yearly outdoor events in association with our media partners for the community we serve. Within these events we will hold workshops that identify the 'social need' of the current time with signposting organisations at hand.

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:

The addition of Awaaz will mean a better representation for the people in our area. Currently the local BBC service does not carry any other language except English. Other local community radio stations – Unity 101 and Voice FM - do not cater for the regional languages of Pakistan, Afghanistan or South India.

Currently, Unity 101 only has a monthly program of just two hours for the Pashtun community. Whereas, Awaaz has been broadcasting Pashtun language programs on a weekly basis. The Pashtun community in Southampton is the largest ethnic group from within the Pakistani community.

However, Awaaz is not directed only at the Pakistani community (relevant to Unity 101 and Awaaz) but also at other communities who do not have a platform of any sort. These communities include Pashtu, Malayalam, Greek and Farsi. Such communities currently have no representation at all other than Awaaz (online and RSL).

Awaaz is the ONLY radio station to have been awarded the Community Well-being and Health Promotion Award by the Royal Society for Public Health (RSPH). Recognising the social gain from our different programmes, the Award was given to us at the House of Commons (2012).

The diversity and cohesion of communities achieved on one platform sets us apart from other radio stations. There is need for a separate ethnic radio station to cover a community that is growing fast and has become more heterogeneous due to a rise in population since the last census (24% rise).

A recent report by SEMS and BBC showed that there are over 42 languages being spoken in schools across Southampton. Run by volunteers from a multitude of ethnic backgrounds, our aim is to promote music, culture and integration.

Awaaz FM will build on the programmes *that we have already developed* and our service is unique: -

1. Ongoing training programme in broadcasting for volunteers

2. Engaging in and greater awareness of mainstream services and their take up

3. Divert young people away from anti-social behaviour.

4. Improved understanding between communities thus influencing greater interaction.

5. Informal approach to new opportunities, i.e. online educational courses
6. Greater involvement and participation in local democracy, via phone-ins and live debates.
Since 2009 (our first RSL), we have held 'Question Time' style debate programs where members of the community are invited into the studio as Live audience to ask questions to a panel of experts and/or politicians.

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:

Within the context of a properly planned and executed programme format, our objectives are to:

- Connect people in deprived neighbourhoods to mainstream employment, training and educational opportunities.
- Promote adult learning campaigns (online and traditional)
- Promote mental and physical health campaigns in association with the relevant organisations
- Be actively involved in crime prevention in association with Hampshire Constabulary
- Assist in a variety of social welfare campaigns, such as fostering and adoption of children;

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

care of the elderly and people with physical and mental handicaps.

- Provide a showcase for local creative talent including musicians, artists and writers
- Provide a forum for debate of local, national and international issues.
- Showcase and promote sporting, recreational and leisure activities.
- Provide a regularly updated local news and information service
- Provide an outdoor broadcasting service (wherever possible) at community events.

Our commitment is to provide the population of Southampton and surrounding areas including Eastleigh, Fair Oak, Chandlers Ford, Hedge End, Bishopstoke, Chilworth, Burseldon, Totton and Marchwood conurbations a responsive, approachable and accessible community radio service that will fulfil the aforementioned objectives in an entertaining and informative fashion.

Evidence of need has become apparent by the increasing number of population in the target communities and the heterogeneous ethnicity within it. Whilst running RSLs at various times throughout 2009 – 2013, we have seen a rise in the number of organisations and local voluntary groups that have requested the opportunity to come to our studio to promote their services, facilities and activities.

We have numerous letters of support from media, Art and Culture, Hampshire Constabulary, political and statutory partners. All have taken part in previous broadcasts to some degree of success. Presently the list of supporters also include representatives of many organisations including charities, voluntary groups, county and city councils, the police, NHS and fire and rescue service amongst others.

The following are examples which we believe help illustrate 'social gain' achieved as a result of what we have done and intend to do in future.

- An extensive interview during one of our community hour programmes involved a foster carer who looked after many children who were otherwise difficult to place. It was followed by a subsequent interview with a someone who had been adopted together with a representative of the Southampton Fostering and Adoption service who explained how fostering worked and the type of people that were being sought. As a direct result of the broadcast, the service received enquiries from the target community (namely Muslim) who wanted to become foster carers. The interviews are regularly referred to in subsequent programs and are still available as podcasts via our website 'community' page.
- Our presence in the community, even when we are not on-air, has been recognised by many organisations such as :
    - Hampshire Constabulary - during the campaign against Immigration Street
    - Southampton City Council – during the Child Sexual Exploitation Awareness campaign
    - Damaris Trust – Loneliness in the elderly campaign
    - Healthwatch – at the launch of Healthwatch England and Healthwatch Southampton
    - BBC Radio Solent – campaign against Forced Marriages in the BME community
- Interviews with the various organisations have kept the public informed of local initiatives as well as supplying information relevant to the local area. Further details of our work is available on our YouTube Channel – incidentally the channel was created by volunteers who wanted to be more creative with their ideas when they joined Awaaz – www.youtube.com/awaazfm

Awaaz FM aims to address the needs of the Pakistani and targeted communities in the Southampton area. These are established and growing communities consisting predominately of people of Pakistani origin but also including significant numbers of people of other communities that are also growing such as the South Indian, Afghans, Iranians and Europeans. Awaaz FM is a service that is desperately needed in order to get this group of people together to work towards common goals. The intended goals are to educate the community in the wider aspects of British society, the social responsibilities placed on the individual, the guidance and development of children to create more socially active and accepted generations.

Awaaz FM will focus on providing programming of a diverse nature to appeal to people of all ages and

professions, those who are socially isolated, unemployed and housebound (including the elderly and young parents).

Awaaz FM will hold regular meetings to highlight national issues, deliver training programmes to become a catalyst in creating a sense of social cohesion and the strengthening of interfaith and multicultural relations. We believe in integration rather than segregation.

In addition the Pakistani community in, the area has an extremely diverse makeup including highly regarded poets, musicians, philosophers, intellectuals and an enormous amount of professionals – all of whom have so much to offer the community but do not have a platform from which to influence society in a more positive and inspirational sense. The Awaaz FM project will become that single portal to deliver the much needed and anticipated social gain that can come from giving voice to our community.

Southampton is home to a diverse multicultural community. Over 8% of the local population is made up of BAME communities with a forecast of around 12-15% by the year 2020. In 2009, Southampton was proud to have its first RSL targeted directly at the Pakistani community spearheaded by Awaaz FM. This was a great success, which attracted a wide audience and demonstrated a strong need and demand for this type of service. Since then further RSLs have successfully been completed.

Awaaz FM will continue to develop its station signature based upon the needs of the local culturally diverse community. Awaaz FM has developed a strong sense of community ownership and participation that has been built upon tried and tested methods of a diverse interest of music formulation and programme formats. Working with trained and knowledgeable volunteers Awaaz FM will broadcast to a community that is otherwise not catered for. Transmission will be in at least 9 different languages allowing us to take the station out into the community. Our programme schedule has been carefully put together in order to reflect the diverse interest of our listeners as well as identifying times when certain target audiences are listening at which time we can then openly discuss issues relevant to them – such as homosexuality, AIDS/HIV, Diabetes, Arts, Democracy etc. These are all topics that might otherwise be taboo in this community but nevertheless need to be discussed in the open without fear of stigma or discrimination.

Awaaz FM has clear objectives. These include to promote music and culture of the Pakistani and ethnic communities of Southampton and to develop the capacity and skills of disadvantaged minorities so that they are better equipped to identify and meet their own needs to participate more fully in society. We have developed a number of programmes that help facilitate discussion and an expression of opinion. Awaaz provides a perfect platform for the audience to take part in lively discussions, ask questions and express opinions. This is an important and integral part of the work of Awaaz FM as we recognise that many Black and ethnic minority communities continue to suffer from racism and social exclusion. Much of this has been recognised as 'self-exclusion' and breaking down barriers is key to programming.

During our previous RSLs we received many calls, emails, text messages including one from a young person who called during a discussion on domestic violence. The caller spoke about a personal experience of a parent experiencing domestic violence. The call highlighted how targeted and well planned programming can make a difference. Awaaz FM is very sensitive to the needs and demands of its listeners. We regularly check to ensure that we are airing programmes that are tailored to meet the needs of the community by consulting with the public and service providers alike. Awaaz FM will run a number of information sharing programmes with the Solent LEP (Local Strategic Partnership). We endeavour to bring in the authors to explain what it is and what it has to offer the BAME communities and how they can influence its application. In addition we are very keen to raise awareness and publicity around what's happening locally within the public, private and voluntary sector. The importance of participating and getting involved in local democracy is also important for us to publicise.

Access and participation:

6. Participation in the service	Guidance Notes
How do you propose to ensure that members of your	*Legislation specifies a number of 'characteristics of*

target community (or communities) are given opportunities to participate in the operation and management of the service? Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.	*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.* *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?*

Answer in fewer than 400 words:

Members of the target communities will be given the opportunity to participate in the operation and management of Awaaz through discussion and expression of interest such that we would:

- Encourage community members to contribute to programmes
- Host debate and interactive programs
- Invite guest, specialists and speakers of various fields from the community to come and be involved in program formatting
- Hold consultations and seminars at every quarter to enhance the interest in participation.
- Awaaz FM is committed to stimulate an interest in the Arts and the media within the BME communities that we serve and strongly believe that this can only be achieved by community involvement in everyday operations and management.

Our aim is to contribute to diversity in the media by:

- Developing a management structure that is representative of the local community irrespective of age, race, colour, faith or disability.
- Providing training in broadcasting, station operations and management;
- Identifying and encouraging local talent through access to broadcast and recording facilities;
- Providing listeners the opportunity to give feedback to enhance and improve the service whether that be through direct contact or at the Awaaz AGM

We anticipate that our management structure will be made up of 9 (nine) members from the community/public. These members will join the executive committee members in decision making roles on programming and their format. Members will be asked to hold this role for one year before stepping down to allow new members to join.

Awaaz will also have a comments/complaints procedure to allow the public to make comments or complaints to enhance the service provided. Every comment will be acknowledged and put forward to the committee whereas every complaint will follow our complaints procedure.

7. Access to facilities and training	**Guidance Notes**
Set out the practical (formal and informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities that would be used for the provision of your service and to receive training in their use. Your draft 'key commitments' (later in this form) should include a summary of your proposed access and objectives for training people in the use of the facilities as set out below.	*Ofcom is required by the legislation to have regard to the provision each applicant proposes to make to allow for access by members of the target community to the facilities to be used for the provision of the service and for their training in the use of those facilities.*

Answer in fewer than 400 words:

In our first year of FM broadcasting we aim to:

- Actively recruit 20 new volunteers a year.
- Nominate volunteers each year for the Mayor of Southampton Volunteer Awards
- Provide induction for all new presenters/volunteers working for Awaaz FM
- Specific in-house training: technical (editing and production), good practice in programming, communication skills and confidence building provided to all new volunteers. this will include

training parallel to that of Siren FM (University of Lincoln) – as this is where the Project Manager got his training from – and have the training accredited by a University (in talks with University of Lincoln, Sheffield University and also UClan – University of Central Lancashire)

- Ensure Awaaz FM has a presence at a community event at least once every 6 months.
- Monthly compilation and monitoring of comments, suggestions and views expressed by target communities to be made public at the AGM
- Network with community groups to promote the social gain benefits of using Awaaz FM as a platform for their services.
- Commission official audience survey after the first 9 months with recommendations to be implemented the following year.
- Engage with the voluntary sector and statutory organisations to provide informational sessions
- Organise the Awaaz FM Annual Dinner and Awards ceremony at the end of each year to recognise the achievements of volunteers, and community groups and to further promote and highlight the work of Awaaz FM Community Radio.
- Targets and Milestones to be reviewed on a bi-annual basis.

Awaaz FM has always operated an "Open Door" policy and encouraged the integration and involvement of all community members regardless of disability, gender, age, ethnicity or faith. Members of the community are encouraged to take part in using the facilities at Awaaz and convincing them to participate has been one of our successes. We provide training that is structured to the individual's needs and timings thereby allowing volunteers to obtain real experience in volunteering, confidence, capacity building, radio broadcasting and gaining transferable skills.

Ensuring accountability:

8. Accountability	Guidance Notes
Please set out your proposed community accountability mechanisms. These should cover matters such as: How will members of your target community: • make contact with your service, and • influence the operation of the service? How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon? Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.	*Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics. One is that, in respect of the provision of the service, the provider makes itself accountable to the community (or communities) the service is intended to serve. Ofcom is required to have regard to the provision each applicant proposes to make in order to ensure its accountability to the relevant community (or communities).*

Answer in fewer than 500 words:

The Awaaz motto is: '*aap ki awaaz, aap ke shair mein*' this translates as '**your voice in your community**'.

Our commitment is that we listen to the community and actively encourage feedback, suggestions and opinion. Our principal ambition is to create an environment that is successful on receiving constructive feedback by engaging the listener and responding accordingly. We hope that our actions will be reflective of the constantly evolving and changing needs of the community.

Awaaz Radio will be mindful of its responsibilities and its accountability to the communities it serves, and there will be several mechanisms in place to ensure this, ranging from a complaints procedure to regular feedback and suggestions. It is important for us to know what people are thinking and saying about us. This knowledge will help us review and refine our activities on a continual basis.

The station will regularly broadcast to the community how they are able to make contact using multiple platforms including email, via the website: www.awaazfm.co.uk , Twitter, Facebook, Phone and Post. All the routes and platforms are also viewable on our website. Members of the community are able to put forward suggestions, feedback, requests and complaints etc.

We will have a dedicated email account via our website to answer questions from and receive views of the community. There will also be an enquiry form on our website where individuals will be given

the opportunity to apply for a place on the community steering group panel. We will change the public makeup of the group on a quarterly basis to give others the opportunity to have their say.

Twice a year we will host a discussion forum during which allow the public to have their say on our programmes. These will be an important way of reflecting the needs of the listeners for consideration at steering group meetings.

Awaaz has an 'open door' policy and we will encourage further feedback by having a suggestion box located at the studio entrance. This will be monitored by a dedicated member of staff who will also ensure continued close relationships with the local community. As part of our commitment, we will encourage local businesses to put in place a suggestion/feedback box at their premises.

Awaaz is also keen to work with local schools and colleges to encourage students to conduct listener surveys as part of their course work.

The management will meet and discuss any issues raised by the community and decide whether these should be included in the broadcasts. Our constitution allows for the steering group board to consist of:

- Members of the target community.
- Voluntary Organisations.
- Volunteers from within Awaaz FM
- Religious Groups (for guidance)

In our first year, we aim to hold monthly meetings with our volunteers to discuss community feedback and trending issues. The Steering group will hold monthly meetings to discuss Governance, Finance, Marketing, Health & Safety and Community feedback.

Guidance notes: station's draft key commitments

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

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

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

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

KEY COMMITMENTS: to be completed by the applicant

Station name [As in section 1 of this application]	Awaaz FM Community Radio
Community to be served [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.]	Awaaz FM will serve the Ethnic Minorities population in Southampton delivering entertainment, community information, religious, national and international news broadcasting in Urdu, Punjabi, Hindi, English, Pashtu, Persian, Greek and Malayalam.
Proposed area [State the proposed coverage area as set out in section 3.]	Southampton and surrounding areas covering an 8 kilometre radius urban and rural area from the transmission site.

Programming output

The addition of Awaaz will mean better representation of the local area and the people who live in it.

The diversity and cohesion of communities already achieved sets us apart from other stations. Our aim is to promote integration through music and culture.

Our format includes music from the Indus Valley, Asian sub-continent, Europe and Middle East. We intend to broadcast in 9 different languages namely English 5%, Greek 2.5%, Malayalam 2.5%, Kashmiri 5%, Persian 5%, Urdu 30%, Punjabi 20%, Pashtun 20% and Hindi 10%.

- The original output will be locally produced to tailor for the targeted community. Some material will be re-broadcasted from time to time. Each Friday we will broadcast the Azaan.
- Live output: 9.30am – 8.30pm Mon-Fri and 9.30am – 8.30pm Weekends with an automated overnight service.
- All locally produced programs will be from our studios based in SO14. We will facilitate discussion and opinion by targeted programs. Programs will encourage the listeners to debate everyday issues and challenge decisions.
- The expected speech to music ratio will be 35:65 respectively. This is variable during the year because of religious festivals (i.e. Ramadan).
- We will begin a joint initiative with other media platforms where there is clear evidence of 'attachment'.

Social gain

Awaaz FM will build on programmes already developed and within the context of a properly planned and executed programme format, our social gain objectives are to:

- Connect people in deprived neighbourhoods
- Promote adult learning campaigns (online and traditional)
- Assist in a variety of social welfare campaigns.
- Provide an outdoor broadcasting service (wherever possible) at community events.
- Ongoing training in broadcasting for volunteers
- Improve understanding between communities and facilitate interfaith dialogue
- Supplement on-air programming with regular off-air workshops
- Encourage people who do not speak English as their first language to take up English classes.

Participation in the service

- Provide a showcase for local creative talent including musicians, artists and writers
- Provide a forum for debate of local, national and international issues.
- Showcase and promote sporting, recreational and leisure activities.
- Greater participation in local democracy, via 'Question Time' style programs
- Stimulate an interest in the Arts and the media within the BAME communities
- Provide training in broadcasting, station operations and management;
- Provide listeners the opportunity to give feedback through direct contact or at Awaaz AGM

Access to facilities and training

Awaaz FM operates an "Open Door" policy and encourages the integration and involvement of all community members regardless of disability, gender, age, ethnicity or faith. Members of the community are encouraged to take part in using the facilities at Awaaz. In our first year of FM broadcasting we aim to:

- Actively recruit 20 new volunteers
- Nominate volunteers each year for the Mayor of Southampton Volunteer Awards
- Provide induction for all new presenters/volunteers
- Network with community groups to promote Awaaz FM as a platform for their services.
- Engage with the voluntary sector and statutory organisations

Accountability

Awaaz Radio will be mindful of its responsibilities and its accountability to the communities it serves, and there will be several mechanisms in place to ensure this. We will regularly broadcast to the community how they are able to make contact using multiple platforms including Email, via the website: www.awaazfm.co.uk, Twitter, Facebook, Phone and Post. We will encourage further feedback by having a suggestion box located at the studio entrance.

Our constitution allows for the steering group board to consist of:

- Members of the community.
- Voluntary Organisations.
- Volunteers from within Awaaz FM
- Religious Groups (for guidance)

Awaaz will:

- Hold consultations or seminars every quarter.
- Endeavour to develop a structure that is representative of the local community irrespective of age, race, colour, faith or disability.
- We will have a comments/complaints procedure. Every comment will be acknowledged and every complaint actioned.
- Our commitment is to provide a responsive, approachable and accessible community radio service.

[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
The legislation requires that: • 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	
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)	*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.*

Company (or other body corporate) name: Awaaz FM Community Radio CIC

Date of registration: 21st June 2011

Company registration number: 7677516

Type of company (or other body corporate): Community Interest Company

10. Ownership	Guidance Notes
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.) The information provided must include: • 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.	*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 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.*

Awaaz FM Community Radio is a Community Interest Company and therefore a non-profit organisation. The company was established in 2009 and registered as a CIC in 2011. It is managed by a voluntary board of Trustees/Directors. The project has been funded by the Heritage Lottery, the Big Lottery Fund and successfully attracted over £50,000 in funding from other grants.

Current Directors:

1. Asaf Beg
2. Shah Khalid
3. Nasreen Khan

The company does not have any share capital.

Ability to maintain the service:

11. Management and operations	Guidance Notes
With regard to the applicant please provide: • A list of directors, indicating who is the managing director and/or chair **(please see question 12 regarding directors' details)**. • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours).	*In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.*

Awaaz FM Community Radio Management Structure

BOARD OF DIRECTORS:

• Asaf Ali Beg (Chair) – will also hold the executive role of Managing Director/ Project Manager

• Nasreen Khan (Non Exec)

• Shah Khalid (Non Exec)

The function and purpose of this body will be to provide behind-the-scene monitoring and evaluation of Awaaz Radio as a whole and to act as governing body with ultimate responsibility for project direction and accountability. Its purpose will be to have ultimate responsibility for the planning, implementation, execution, management and administration of all strategic and operational aspects of the project. Its function will be to provide leadership and decisive rationale toward the successful delivery of the Aims and Objectives of the station.

Within the Board of Directors there is a range of expertise including: social inclusion, equality in

opportunity, financial management, broadcasting regulations, business administration, international co-operation and training. Further members can be added at a later day as and when required by Awaaz Radio.

The role of the Board of Directors is:

- Ensuring smooth operation and that it is in accordance with the mission and purpose.
- Ensure the radio operates within OFCOM rules and guidelines
- Develop and approve all budgets, financial plans and development as well as fund raising plans.
- Establish broad policies for community benefit.
- Fund Raising
- Strategic Development
- Set direction, vision and values for short/long - term project aims and outcomes as derived through consultation with the Sub-Committees and representatives from community groups
- Devise best practice methodologies in order to measure and monitor outcomes
- Delegate station operations to the Executive Sub-Committee.

The Project Manager will hold the additional responsibilities:

- senior contact with local organisations
- point of contact for grant applications
- targeted projects
- overall responsibility for strategic development and finance

EXECUTIVE SUB-COMMITTEE:

All members of this team are voluntary and their objective is to ensure the day to day operations of Awaaz FM are carried out properly in accordance to the mission and purpose. There will be 3 sub-committees namely: Broadcasting, Training & Education and Finance & HR. The primary role is to act as facilitator/trainers, enabling and training the community to develop and gain the necessary skills.

In addition each of the sub-committees will have specific duties:

- Encourage station membership.
- Increase sales and sponsorship.
- Encourage take up of workshops and other relevant facilities as provided by Awaaz

AWAAZ BROADCAST SUB-COMMITTEE:

As suggestive of its name, this Sub-Committee will serve the primary purpose of feeding into management decisions through advice and information derived from consultation with community groups and organisations. Although it has no formal authority to initiate and enact policy, it remains highly influential and represents the collective voice and interests of the community and, as such, will be able to direct strategic planning and policy development. The committee will ensure that community interests are given due prominence in relation to project direction and outcomes. The committee will work to gather data through research and feedback from a cross-section of the beneficiary groups and the community.

This Sub-Committee is a group of 10 - 15 people representative of the communities and chaired by a member of the Board of Directors

- the representatives will provide an input on programming and service provided by the station
- it will meet regularly to evaluate whether the programming output meets the needs of the communities
- hold a meeting twice a year to allow for new people to join and existing members to step down
- Advise on diversity of the community and its reflection in programming
- formulate and implement action plans within the community
- members have a direct input in to how Awaaz operates

Members will be added subject to their expertise and experience. Community representation is aimed on covering the full spectrum and experience of social diversity in terms of age, gender, economic status and disability. Representatives from various service providers and other relevant parties will also be invited to participate to ensure we get maximum advice and knowledge regarding issues and concerns of direct relevance and importance to local residents.

All members of this Committee will be expected to have a demonstrable commitment to the enhancement of the social inclusion agenda and the promotion of opportunity, and that they will have an informed awareness of the reasons and causes for disaffection prevalent amongst the specific groups.

All members are voluntary and 'commitment' hours are subject to the individuals' availability.

This committee will be constituted when the application is successful.

THE AWAAZ *TRAINING & EDUCATION* AND *FINANCE & HR* SUB-COMMITTEES:

Both of the above sub-committees will be made up of volunteers who have specific skills for the role as determined by the Board of Directors to ensure the smooth running of the station.

In all of the above, it may be necessary for one person to hold more than one role where the Board of Directors deem it appropriate and/or where it is beneficial for the station and the community it serves.

STUDIO MANAGER:

The Studio Manager will hold the following responsibilities:

- Training
- Production and station sound
- Head of music
- Feedback to sub-committee(s)

VOLUNTEERS:

These volunteers will be the Presenters for the station and will undergo training from the sub-committee before going On Air. Every Presenter will undergo the training as devised by the University of Lincoln (as this is where the Project Manager got his training from). Awaaz is in talks with several intuitions to accredit this training (including with the University of Southampton, University of Sheffield and University of Central Lancashire - UCLan), although at the time of completing this application this objective has not yet been achieved.

Every Presenter will also be made aware of the general guidelines for presenting a program on radio including the inclusion of On Air calls and derogatory comments etc.

12. Management and operations	Guidance Notes
Please provide information regarding each director as set out below (some or all of which may be regarded as confidential). In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.	*Ofcom needs to know about the proposed directors and chair of the applicant.* ***Some or all of the information given in this section will usually be removed from the publicly available copy of this application form****. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why by email to community.radio@ofcom.org.uk).*

Name: Mr Asaf Ali Beg

Employment: Full time voluntary at Awaaz FM Community Radio since last 6 years

Other directorships: Trustee (voluntary) at Solent Mind, Member of the Newtown Residents Association, PEACE Trust (Pakistan Educational And Cultural Experience), Treasurer Muslim Council of Southampton. Active member of SpeakOut advisory group (affiliate of Care Quality Commission)

Relevant experience or qualifications: 10 years in broadcasting including Radio and TV. Six years' experience of running a community radio station (Awaaz) and working with a national TV station (ITV

Meridian). Also sits on the Diversity Board for ITV Meridian. One years' experience of working with That's Solent TV and in talks with this station to help produce locally made programs especially with the inclusion of ethnic minorities. Experience of working in Health (recognised by the Royal Society for Public Health for his work in Community Management and Community Well-being) and educated to degree level. Management and Finance experience. Experience of training Presenters (who are presently doing online programs and previously done RSL programs on Awaaz) including the abled, disabled, blind and children. Experience of RSL broadcasting in 2009, 2011 and 2013. Excellent track history of working in the community particularly alongside the Islamic, Sikh, Hindu, Latin, Spanish, Malayalam, English and Persian communities. Experience of working in the Arts including alongside Art Asia (Southampton Mela), Southampton Art Gallery, SeaCity Museum (where Awaaz is a permanent feature) and Nuffield Theatre (where Awaaz is an active member of the Cultural Quarter Advisory group). Experience of hosting events such as Heritage Pakistan – the first heritage event for the Pakistani community since 1950. Currently doing Masters' degree at University of Central Lancashire (UCLan) for Community Management

Management Role: Managing Director, Project Manager - details as specified in section 11

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Name: Mrs Nasreen Khan

Employment: Currently working for First Wessex Housing Association

Other directorships: Trustee (voluntary) at PEACE Trust (Pakistan Educational And Cultural Experience). Active member of SpeakOut advisory group (affiliate of Care Quality Commission)

Relevant experience or qualifications: 4 years in broadcasting including experience of running a community radio station (Awaaz). Also represents Awaaz on the Diversity Board for ITV Meridian. Experience of working with Prisoners as previous job role was as Police Custody Officer and Prisoner transport. Educated to degree level. Management and Finance experience. Experience of working alongside MD whilst doing online programs and RSL broadcasting in 2009, 2011 and 2013. Excellent track history of working in the community particularly alongside the Islamic, Sikh, Hindu, English, Chinese, Malayalam and Black communities. Experience of working in the Arts including SeaCity Museum (where Awaaz is a permanent feature) and Southampton Art Gallery. Currently doing Open University degree in Practising Law.

Management Role: Director - details as specified in section 11

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Name: Mr Shah Khalid

Employment: Full time voluntary at Awaaz FM Community Radio since last 6 years

Other directorships: Member of the Newtown Residents Association, PEACE Trust (Pakistan Educational And Cultural Experience). Active member of SpeakOut advisory group (affiliate of Care Quality Commission)

Relevant experience or qualifications: 10 years in broadcasting including experience of running a community radio station (Awaaz). Also represents Awaaz on the Diversity Board for ITV Meridian. Experience of working in Health (recognised by BBC South Health Champions) and educated to degree level. Management and Finance experience. Experience of training Presenters (who are presently doing online programs and previously done RSL programs on Awaaz) including the abled, disabled, blind and children. Experience of RSL broadcasting in 2009, 2011 and 2013. Excellent track history of working in the community particularly alongside the Pashtun, Urdu and Punjabi speaking communities. Experience of working in the Arts including alongside Art Asia (Southampton Mela), Southampton Art Gallery and SeaCity Museum (where Awaaz is a permanent feature). Experience of hosting events such as Heritage Pakistan – the first heritage event for the Pakistani community since 1950. Experience of doing translation services for Southampton NHS Hospital Trust. Currently doing Biomedical Sciences degree

Management Role: Director - details as specified in section 11

13. Staffing structure	Guidance Notes
What is the staffing structure of your proposed radio service? Provide a job title for each position and indicate whether the individual will be paid or will work in a voluntary capacity, will be full or part-time (indicate the number of hours for part-time posts). This may be provided as a diagram or organisation chart.	*The legislation requires that Ofcom has regard to the applicant's ability to maintain the proposed service (as well as to ensure the applicant is fit and proper to hold the licence). As well as its ownership, management and operations, the proposed staffing of the station is relevant to these considerations.*

Answer in fewer than 400 words, plus organisation chart (optional):

The day-to-day operation of the service will be overseen by the Directors. The current post-holders have all been working for Awaaz since its inception as a community radio project in 2009 either as staff or as volunteer.

The proposed service will draw on the experience of a pool of volunteers that has been built up since the project began. Several of these volunteers have significant past broadcasting experience through community and/or commercial radio.

Indicative Staff Structure

Role with numbers in brackets. ***All roles are voluntary and unpaid unless otherwise indicated.***

Management - Paid

Managing Director (1) Paid *Full Time*

Project Manager (1) Paid *Full Time*

Management - Unpaid

Marketing/Fundraising Manager (1) *Part time*

Admin/Finance officer (1) *Part time*

Studio Managers (2) *Part Time (job share)*

Technicians (2) *Part Time (job share)*

Volunteer co-ordinator (2) *Part Time (job share)*

Training- Unpaid

Training Manager (1) *Part Time Volunteer*

Trainers (4) *Part Time Volunteer*

Volunteer Presenters - Unpaid

Programme presenters *(20) likely to increase over time*

Full time volunteering is assumed as 30 hrs per week

Part time volunteering is assumed as 8-21 hours per week.

Individual volunteer time is dependent on individual circumstance.

We will develop a membership base of volunteers from those currently involved to those who are looking to join in the future. Within the limits of the licence, we hope to extend the level of involvement of volunteers/members to that of station management. This will address issues of accountability of the station to the communities being served. The above structure may evolve over time to respond to an increase in volunteer involvement. The majority of roles within Awaaz are – and will remain – voluntary. All of the Presenters and staff are aware of this and their desire to continue reflects their dedication to the station. This may change as the station grows organically and dependant on future funding opportunities.

14. Applicant's experience	Guidance Notes
Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.	*Ofcom is required to consider whether an applicant has the ability to run a community radio station for the licence period (up to five years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.*

A. Please provide a brief history of your group.
Answer in fewer than 300 words:

Awaaz has been operating since 2009 as a _direct result of community consultation._ Over 47 different languages are spoken in Southampton City (source: BBC, Southampton City Council). Government statistics showed that the SO14 area had failing indices in almost every field. Grassroot research done by Awaaz meant we understood the community needs; its languages, dialects, ethnic make-up, diversity, and challenges.

The Pakistani community - being the largest ethnic group - felt that their needs were not adequately met or addressed and following discussions with community members, it was felt that this gap needed addressing via a platform geared towards integration rather than segregation *and without interrupting the present community radio.* The station schedule, offering monthly programs, proved too 'busy' to sufficiently tackle highlighted issues. Thus Awaaz was created to respond to this gap as it was otherwise too great to ignore. This initiative proved successful and online broadcasting began in January 2009 with RSLs in April and September.

The Awaaz vision - for all communities - remains to create a platform for capacity building, community empowerment, social integration, economic regeneration, political well-being and integration of target groups with the wider population via an amalgamation of creativity and aspirations. We identified other minorities with little or no representation including the Persian, Malayalam and Pashtun communities. To-date, Awaaz online broadcasting - followed by 5000 people locally and 35,000 globally* - caters for 9 different communities not represented elsewhere and successfully reaches out to their members. Awaaz -now a household name - initiated links to stations from across the UK, Eire, USA and South Asia bringing the world closer to home. Supporting over 200 local organisations, the Board members have proven skills at a strategic, operational and management level and are well connected and highly regarded within local businesses and across the communities.

*Source: Centrovast

B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs).
Answer in fewer than 150 words:

Our first broadcast was in January 2009. This was online. The success of community interaction meant that by April 2009, we held our first RSL followed by the second RSL in September that year. This optimistic attempt and experience was received positively by all members of the local community.

The Awaaz presenters are formed from volunteers from different backgrounds who share similar interests and aspirations. They are all from very diverse professions. Every Presenter goes through training equal to that of Siren FM at the University of Lincoln.

The Awaaz manager is a graduate of the radio skills course from the University of Lincoln. Whilst some members have previous broadcasting experience from other stations, every new Presenter is given an Award from the city Mayor upon reaching 100 hours of broadcasting. No other radio station gives this facility.

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:

Two of the Directors have previously run successful family businesses and have a combined management experience of 15 years. Directors and group members are active in the community and have many years of experience in fundraising. Group members have worked for third sector organisations such as Southampton Voluntary Services and have previously trained in institutions such as NHS Interpretation and Prison Support services.

The senior Director has over 10 years Project Management experience on community projects and volunteer management. Group members also have relevant technical expertise in IT and digital media. They have used their broadcasting experience as evidence in their degree courses. Example: https://www.youtube.com/watch?v=pQXgpq8C1hI

Awaaz also has members with a wide range of professions including Immigration Lawyers, Accountants, Film production and local businesses.

Awaaz was awarded the prestigious Health Promotion and Community Well-being Award (2011) at the House of Commons by the Royal Society for Public Health.

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:

Asaf Ali Beg who will be the full time project and station manager has 15 years of experience in broadcasting including working at Pukaar, Unity 101 radio, That's Solent TV and Venus TV. He has also successfully run RSLs for Awaaz since 2009.

Shah Khalid has 5 years' experience presenting shows on community radio and is actively involved with the Pashtun community. Specific group members are technically trained as engineers for broadcasting purposes.

Evidence of demand:

15. Demand and/or support	Guidance Notes
Please provide a summary of evidence of demand and/or support for your proposed service. This may include a variety of information, for example: • 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.	*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.* *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.* *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.*

Answer in fewer than 1,000 words:

The target audiences for this application clearly illustrates that it presents all the characteristics of social deprivation and exclusion in a variety of areas such as education, employment, regeneration, health and culture. Awaaz will aid in the drive to develop comprehensive and robust communication mechanisms with the community, removing barriers imposed by language limitations and lack of access of mainstream service provision.

Although Unity 101community radio is already operating, the clear evidence is that there is an

appetite and a great deal of demand from the local population to have a second ethnic community radio service. This opportunity has widespread support from all sections of the Community and its leaders and together we have established a symbiotic relationship. The Community is growing fast and becoming a more diverse 'pot of cultures' due to the rising heterogeneous population and this brings with it a wide range of issues that demand discussion and debate. Some of these are distinctly unique to each community whilst others are broader, such as education, employment, and skills. Awaaz FM would serve this purpose justifiably.

- **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;**

Through the network of Southampton Voluntary Services (SVS), we have approached local community organisations that have extended their support for Awaaz FM. There is a feeling within the local voluntary, community and statutory organisations that it is very difficult to promote the good work undertaken by these bodies to a wider audience, due to the restraints of current radio services.

Community and voluntary organisations already engage with Awaaz to ask for assistance in promoting events, services and campaigns – even before a full time licence is in place. These organisations are appreciating the potential of the Awaaz project to help them to deliver their aims and extend their reach.

An extract of the support letter from the Chief Executive of SVS reads: *'…We have been pleased to work with AWAAZ particularly supporting your volunteering activities and giving recognition to your volunteers through the SVS Volunteers certificate scheme in conjunction with the Mayor of Southampton so are well aware of the excellent work they undertake and the breadth of community engagement this represents.'*

- **evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc;**

We regularly have a great response from the local community to our online broadcasts via email, text, telephone, twitter and social media. Each week we get on average 250 contacts from our target audience via the above methods. Indicators show that when we broadcast on RSL, our interaction with the community increases 3 fold and we get circa 1000 communications per week.

The Awaaz training courses and volunteering opportunities are oversubscribed. This is further evidence that more local people want to get involved in community radio.

- **results of research;**

Note that Awaaz was started as a result of community consultation back in 2009. At that time, and every year following this, we have carried out both formal (quantitative) and informal (qualitative) consultations with the community including religious and network organisations. Every year the Art Asia Mela is attended by thousands of people and – with their permission - this provides another opportunity for us to consult with members of the community as well as budding local artistes.

Evaluation and market research undertaken by Awaaz RSLs and workshops demonstrates that the general public feel the need for a second ethnic radio service, which delivers more relevant local content than of those currently available.

- **summary of support from local politicians, councils, educational or religious bodies etc;**

We have conversed with local politicians, councils and religious establishments within the city and received positive backing for the radio station. We have also spoken to Housing Associations that serve the target audience area.

An extract of the support letter from Councillor Derek Burke reads: *'…I would like to lend my support for Awaaz FM…. I am aware of all the excellent work they do in our community. They are a tremendous asset within our area in helping to bring understanding to the many cultures we have in our city….'*

An extract of the support letter from Cathy M (Hyde Martlett Regeneration Co-ordinator) reads: *'…we have worked with Awaaz FM… they are an extremely important conduit to enable us to reach out to our harder to reach residents…further, Awaaz FM's listener base extend beyond the local community*

via digital technologies and it is not unusual to receive calls on community programmes from people all over the world who wish to keep in touch with local events…'

- **summary of support from local business or other sectors;**

The work of Awaaz is not only recognised locally but also nationally by the Royal Society for Public Health, Queen's Award for Voluntary Organisations and more recently by the Cabinet Office Local Intelligence Team.

An extract of the support letter from Nick Hurd MP (Minister for Civil Society) reads: *'….My officials in the Cabinet Office Local Intelligence Team have brought to my attention the work that you are doing to support your local community….projects like yours… demonstrate what can be achieved when people take the initiative…and transform their lives and those of the people around them….'*

The local newspaper has documented Awaaz 21 times since 2010 in recognition and/or promotion of our work, diversity or activities.

An extract of one of the newspaper reports (Daily Echo Southampton) reads: *'It is the volunteer-led radio station that gives Southampton's diverse communities a voice. Now those that work to ensure the station reaches as many people in various communities across the city as possible have made a video on how Awaaz FM has made a difference to their lives. Presenter at the station Nalini Lukha joined Awaaz in 2007, and she told the Daily Echo that it has turned her life around….'* (June 2014)

- **evidence of support from your proposed target community.**

Over 6,800 individuals have signed our Facebook petition (www.facebook.com/supportawaaz) and this shows a high level of support, trust and commitment from the community and its members.

Awaaz FM was also at the forefront of bringing the community together to challenge the Channel 4 documentary, 'Immigration Street' and over 150 people turned up at a community meeting organised by the Newtown Residents Association and hosted by Awaaz FM. Our paper petition has achieved over 1000 signatures. Other evidence include via Listener video:
https://www.youtube.com/watch?edit=vd&v=8nPGrmH8ngU

*Data Information sourced from: Census 2011, Index of Multiple Deprivation 2010, Southampton Joint Strategic Needs Assessment, Southampton Profile: An Analysis of Gaps and Needs, Government data (child poverty, claimant counts), Local data and monitoring (schools, hate crime), Local surveys and Results of consultation and engagement.

Word count: 998 not including questions and data source

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

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

21. Pre-launch financial information - contingency

If there is a shortfall between pre-launch predicted income and outgoings, please explain below how you would expect to cover any outstanding costs.

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

22. Year 1 financial information - contingency

If there is a shortfall between Year 1 income and Year 1 outgoings, please explain below how you would expect to cover any outstanding costs (see also 23 and 24 below).
Alternatively if there is a surplus at the end of Year 1, please explain what you intend to do with such additional resources.

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

23. Financial information – loans and other borrowings

If any of your proposed funding (either set-up or operational) is in the form of loans e.g. from directors, individuals or organisations, please provide details as to who the loan is from and the terms of such lending, expected repayment terms, interest rate charged and other associated costs.

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

24. Financial information – alternative funding streams

If there is a shortfall between income and outgoings, what arrangements have you explored and are in place to provide further financial and/or 'in-kind' support for your proposed service?
If you have any proposals for expanding and/or changing the funding model of your proposed service after the first year of operation, please provide details below:

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

Broadcasting engineering:

Engineering notes
We require preliminary radio frequency (RF) 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? *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.*	No
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes / No
Transmission site address:	What is the postal address and post code:	Bassett Avenue, Southampton SO16 7DP
National Grid Reference (NGR):	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html	SU 41865 15440
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	57 Metres
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	25 metres (approx.)
	What is the height, in metres, of the transmitting antenna AGL?	28 metres (approx.)
	Please supply photographs of the transmitter mast / building and aerial location.	☒ Tick if enclosed

About the transmission site:	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	None known
Transmission site availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	No
	Or under negotiation?	Yes
	Applicant group owns site?	No
	Other – please specify.	
(Note: we cannot consider an application if no site has been identified.)		

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.	*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.*

Name:	Mr Ali Beg
Phone:	07765145046
E-mail:	**info@awaazfm.co.uk**
Website:	**www.awaazfm.co.uk**

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

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

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	None	None
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	None	None
c) Bodies whose objects are wholly or mainly of a religious nature	None	None

d)	An individual who is an officer of a body falling within (c) above	None	None
e)	A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above	None	None
f)	An advertising agency or an associate of an advertising agency	None	None
g)	Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	None	None

Other interests

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

Other matters

3. In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether:
    (i) the applicant;
    (ii) any director of the applicant;
    (iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;
    may not be considered a 'fit and proper person' to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.

Do you confirm, to the best of your knowledge and belief, that:
4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);
5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;
6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;
7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and
8. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made to Ofcom.

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

☒ Please tick this box to confirm that the applicant agrees with the above statements.

Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below:

☒ Memorandum & Articles of Association

| ☒ Certificate of Incorporation |
| ☒ Application Payment (UK £ 600.00) non-returnable |
| ☒ Photographs of the transmitter mast / building and aerial location. |

I hereby apply to Ofcom for the grant of a community radio licence and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct.

Mr Asaf Ali Beg   *(Name of person)*

Project Manager / Director   *(Title or position in the applicant group)*

19th October 2015   *(Date)*

Please return this form and any additional electronic information by e-mail to:
community.radio@ofcom.org.uk
If there is any paper-based material associated with this application, please send it to:
> Community Radio Licensing Team, 5th Floor
> Ofcom
> Riverside House
> 2A Southwark Bridge Road
> London
> SE1 9HA

Please make sure you keep a copy of this form for your records.