



Community radio licence application form

Version 4

Hailsham FM

1. Station Name	Guidance Notes
What is the proposed station name?	<i>This is the name you expect to use to identify the station on air.</i>
Hailsham FM	

2. Community to be served	Guidance Notes
<p>Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application.</p> <p>(Please tell us the sources of the information you provide.)</p>	<p><i>It is a legislative requirement that a service is intended primarily to serve one or more communities (whether or not it also serves other members of the public) and we need to understand who comprises that community or communities. The target community will also be specified in the licence, if this application is successful.</i></p> <p><i>The legislation defines a 'community' as: people who live or work or undergo education or training in a particular area or locality, or people who have one or more interests or characteristics in common.</i></p>
<p>Answer in fewer than 300 words:</p> <p>Hailsham FM will serve the people of Hailsham and the surrounding area, with particular emphasis on providing training and support for younger residents, and a community service and support for older residents.</p> <p>Hailsham is a market town in East Sussex with a registered population of 28,250. There are also a number of satellite villages and hamlets. The area is forecast to grow significantly and with 9380 new homes planned to be built by 2037, will be the largest inland town in the county, both by area and population.</p> <p>Approximately 23% of the population are under 20 years old and the area has one of the highest proportions of 15 – 19 year-olds in East Sussex. The proportion of 16 – 18 year-olds who are not in education, employment or training is significantly higher than the county average.</p> <p>25% are aged 65 and over, with 4% aged 85 and over. These age groups are estimated to increase by 11% and 21% respectively over the next 6 years; the largest projected population increases in these age groups across East Sussex. Additionally, 16% of local households are occupied by a single person aged 65 or over.</p> <p>It is imperative that Hailsham retains its sense of 'community' throughout this period of expansion and growth. The younger members of the local population need outlets for their creative skills and a Community Radio can offer confidence-building opportunities through training programmes. Moreover, the 65+ element of the population is the fastest growing locally, with many older people living alone. Community Radio will reach out to this part of the population as well.</p> <p>Sources</p> <p><i>East Sussex Joint Strategic Needs & Assets Assessment Scorecards 2014</i></p> <p><i>Hailsham Population Source</i></p> <p><i>Wealden District Council Core Strategy Local Plan</i></p>	

3. Proposed area	Guidance Notes
What is the area you propose to serve?	<p><i>It is Ofcom policy that community radio stations usually serve an area of up to a 5 kilometre radius from the transmission site. See 'Coverage and planning policy for analogue radio broadcasting services'.</i></p> <p>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p>
<p>The town of Hailsham and the surrounding villages of Hellingly, Herstmonceux, Upper and Lower Dicker, Arlington, Horsebridge, and Magham Down; all of which received good coverage from our RSL (25w), placed on the proposed and existing studio building in central Hailsham.</p>	

Programmes and programme output:

Definitions:

Studio location: The studio from which the service will be broadcast should be located within the licensed area. (In some instances, and by prior written agreement from Ofcom, it may be acceptable for the primary studio to be located outside the licensed area.)

Locally-produced: it is anticipated that most stations will produce the bulk of their output themselves, in the locality. However, for some target communities it may be appropriate for fairly high levels of output to originate from outside the licensed area.

Live output: is that which is produced by a presenter in the studio at the time of broadcast. The amount of live output may vary between different services depending on the needs or expectations of the target community.

Original output: All output specifically produced for this service (but excluding repeats and automated material).

Peak time: it may be helpful to state what material will be broadcast in 'peak time'. If you do, please say what you consider peak time to be for your target community (this may vary from station to station).

Automated output/voice-tracked material: most stations will carry automated output at some time. The amount of automated or voice-tracked material does not need to be specified in the key commitments.

Sustaining service/third party produced material: if you intend to broadcast material produced by a different organisation please state what it is and how much (per day or week as appropriate).

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

- What is the likely music to speech ratio?
- Will this vary at different times of the day or week (or year)?
- Do you intend to broadcast live output? If so when and how much do you propose to do?
- Will you broadcast in languages other than English (what languages and how much)?
- Will your output be original i.e. specifically produced for your service?
- Will it be locally produced?
- Do you intend to repeat material?

Answer in fewer than 1,000 words:

Our studio and transmitter are sited centrally in Hailsham at the Old Courthouse. Hailsham FM will sound and feel truly local. It will be run by volunteers from the local community who have a genuine passion for and involvement with our local area. All features, interviews and magazine programmes will directly relate to the Hailsham area: to keep local residents informed about what is going on locally and also to offer advice, support and information relevant to them and their needs and interests.

We also intend to operate an ad-hoc 'pop-up' studio from the High Street in Hailsham, with a suitable studio-to-transmitter link, to give us maximum exposure and accessibility by the people of Hailsham.

We are seeking to provide a 60% Music and 40% speech split as we want to offer a station which will complement the established commercial stations rather than clone their format.

The way we will differentiate ourselves is in the type of programmes, both live and pre-recorded, that we produce. We aspire to be a friendly, locally produced mix of music and comment service that reflects local concerns and events. We have already successfully produced this mix in our three RSLs, which included a variety of original speech programmes using local writing and playwriting: examples can be heard on Hailsham Festival FM's page on Mixcloud.

We will cover special events in the local community with live outside broadcasts, for example: the annual Hailsham Festival of Arts and Culture; local sporting fixtures, Christmas festivities and many other events. At these times there will be more speech broadcasts with a greater number of interviews and special features.

We acknowledge that music is a major part of why people will listen to us so there will be a wide variety of music played. The music featured in daytime shows will be primarily recognisable with the focus on a healthy mix of new popular hits and plenty of 'golden oldies'. There will be no rigid playlist during daytime; this gives greater scope for requests and dedications to be played. Our volunteers come from a variety of backgrounds and age groups and collectively have a diverse range of musical passions and expertise, with specialist knowledge across the genres and decades, for example, folk, hard rock, rock'n'roll, club classics, reggae, jazz, dance and big band, so we will also schedule 'specialist' shows. Such programmes have been a popular feature of the Hailsham Festival FM RSLs over the last three years, giving this station a unique feel.

We will continue to promote the many local bands and local music events taking place within our broadcast area, with regular features focussing on live music. Several local musicians are already actively involved due to the RSLs.

Most daytime/evening output will be live although there will be some pre-recorded interview programmes during daytime broadcasts. Daytime music shows will also include interviews and features on local events targeted specifically at the local community. All age groups will be involved in broadcasting and production of the output.

It has become clear, through extensive communications with many members of the local voluntary sector, that a large section of the Hailsham population (particularly older residents) do not use social media. In the absence of a local radio station, or a truly local newspaper, there seems to be a lack of communication of how much is happening locally. This is especially true for the large number of outlying villages and hamlets within our proposed broadcast area. Local societies, clubs and other voluntary organisations will be actively encouraged to promote their activities and events and to be interviewed on air or produce pre-recorded programmes to promote their activities.

There will also be a strong input from local students and other younger members of the community. We have already established strong links with local schools and colleges (with local students playing an active role in the RSL over the last three years) and this continues to be fundamental to our broadcast output. This would not only ensure that we fully involve this key sector of our local

community, but would give local youth a chance to develop new skills (programme production/broadcasting/interviewing) to help them when seeking employment .

Another key element of our output would be to provide advice and support for the more vulnerable members of the community, such as the elderly living alone, the disabled or the young unemployed. Specialist shows would provide advice via local experts or community leaders on particular subjects (examples would include job applications and interviews, obtaining help from social services, money saving tips), and would provide the means to respond to individual concerns and queries from local people.

It is also essential to keep the local community up-to-date with local news issues that might not receive immediate coverage via other media, for example: road closures (for planned repairs, town centre events, traffic collisions, etc.); weather-related issues like school closures; critical incidents such as, in May 2015, the loss of water supplies to 4,500 local homes and businesses due to a burst water main. Residents found it very difficult to obtain information during this event. A community radio station would be ideal for communicating news and advice on where water collection points were located.

All programmes will be locally produced by volunteers, and all live output will take place in the Hailsham area, with local volunteers presenting (with the possible exception of hourly news broadcasts, sourced from a national provider). We intend to run live programming between 7am and 10pm each day, for a minimum of 80% of that time.

All output will be in English, the predominant (but not exclusive) language in the local community: more than 94% of the local population are English speakers.

Certain material will be repeated, for example during the automated overnight broadcasts, comprising of a mix of pre-programmed music, interspersed with repeats of daytime spoken word/interview programmes and selected specialist music shows.

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 will focus on the promotion of local events within our community, and on the wide range of activities available to local residents, including the numerous social and volunteer organisations, clubs and societies active locally, plus reporting on local news and sporting fixtures.

Audience feedback during our three RSLs indicated that people who listen during the drive-time and lunchtime slots enjoy the mix of music and chat, so we intend to continue this format. At other times there will be a variety of announcements, interviews, specialist features and outside broadcasts. By involving local residents in the production and broadcast process, we will ensure that our output is relevant to our local community. We have found through informal feedback that involving the community helps to engage the audience, for example, some of our most successful shows with regard to audience feedback were children's request shows, and 'People's Takeover' slots, with the interactivity via all forms of communication being highest at these times.

Programming will be targeted towards key elements of our local community, including the elderly, unemployed and the young, with programmes made by local residents from those communities, featuring advice, information and support directly relevant to their needs and interests. These programmes will be advertised on air and in relevant publications that are accessed by the various target groups.

Evenings and weekends will offer scope for specialist programming with a broad range of music from all genres and speech output in order to cater to all members of our community. We will also have programmes that deal with local issues specific to Hailsham town and the outlying villages to keep the community up-to-date with local news and developments relevant to the population at large. We see the station as a valuable portal of two-way public information, both to disperse and also to receive information on key local issues (including, for example, planning and development issues) as the town grows.

The programming will change on a regular basis to reflect the feedback we receive from our audience. Listeners will be able to contact the studio in all practicable ways. Feedback also will be sought by going out to the various groups locally.

We will actively seek the input and involvement of our community in order to maintain local interest

and to ensure that we are speaking directly to our proposed listenership and responding to the issues that matter to them.

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:

We will be a truly local station. The local commercial stations are Sovereign FM, which mainly targets Eastbourne and whilst they retain a studio in Hailsham, the station no longer broadcasts regularly from there, instead using a studio in Worthing.

They also share programming with Arrow FM (Hastings), Bright FM (mid-Sussex) and Splash FM (Worthing/Shoreham/Littlehampton) which dilutes the local element for the people of Hailsham.

The two nearby community stations are Uckfield FM and Seahaven FM (covering Seaford, Newhaven and Peacehaven), both are very good at targeting their local communities but they have very little to do with Hailsham and their broadcasts do not reach the Hailsham area.

The only other commercial broadcaster is the regional Heart FM, a popular music station, which broadcasts from studios in Brighton, Crawley and West Sussex and has a considerably wider audience across the county.

Hailsham FM would offer a service specifically for the residents of Hailsham and the surrounding area, and would report in greater depth than other local stations are able to on news, local events and activities taking place within this area and of interest to local people.

Our location, at the very heart of the community which we will serve, and the involvement of local volunteers drawn from a wide variety of professional and sociological backgrounds, would ensure that we were communicating with and listening to our local listenership, and are producing programmes of direct relevance to the Hailsham area. We will also ensure that we respond quickly to local events, reporting on news stories specific to our broadcast area.

The two commercial stations run with playlists with very little, if any, presenter discretion as to music played. We would avoid using a playlist system to allow a more individual and distinctive feel (although music played during daytime programmes would inevitably include recognisable popular music). This would give each show more individuality, depending on the presenters' musical tastes, and would make us much more responsive to requests from our listeners, thereby engaging more with our local community. Our speech programmes would be entirely geared to the local community and either produced by them or about them.

We would also actively encourage specialist music shows, plus live music from local bands and venues, in order to present a much more diverse range of music to our listeners.

Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed social gain set out below.</p>	<p><i>Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.</i></p> <p><i>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <ul style="list-style-type: none"> <i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i> <i>(b) the facilitation of discussion and the expression of opinion,</i> <i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or</i>

	<p><i>training to individuals not employed by the station, and</i></p> <p><i>(d) the better understanding of the particular community and the strengthening of links within it.</i></p> <p><i>Social gain may also include the achievement of other objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p> <p><i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i></p>
<p>Answer in fewer than 1,500 words:</p> <p>Hailsham FM has identified a strong and genuine need for a community radio station. Hailsham is a fast-growing town and has all the social issues generally present in much larger conurbations. Its population is very mixed with regard to the wealth and aspirations of its inhabitants which gives rise to several sections of the community feeling cut off from local events and access to the amenities on offer in the town.</p> <p>As our local MP Nusrat Ghani (Wealden) explains, in her letter of support of Hailsham FM:</p> <p><i>“A local community radio station would help the Hailsham community to do things that would benefit the various organisations in the town, and that would in turn help improve the lives and welfare of Hailsham's less well-off residents, as well as its young people, the disabled and the elderly.</i></p> <p><i>I am passionate about making sure that communities are empowered to do the things they want to do, especially when the strength and spirit of the community has the ability to enhance the welfare of individual members of that community, or even those who may be slightly distant from it.”</i></p> <p>Hailsham FM does indeed have the strength and spirit necessary to provide a service for under-served groups overlooked by the established media: for example, programming will include support for older people, disability support, living well with dementia, dealing with debt, volunteering, support for carers, and also those wanting helpful information such as how to keep warm and safe in winter.</p> <p>The aim is to have a good proportion of speech output and through this, offer local groups a public voice. We have conducted surveys with active social, leisure, and charity groups in our area and many have responded with letters of support (see Section 15 for more details). A local station gives groups an opportunity to discuss, on air, their problems, achievements and events, thereby producing a better understanding for the rest of the community.</p> <p>Hailsham FM can reach parts of the community that other stations and community groups may not reach, for example; the house-bound and severely disabled. We will provide opportunities for all local people to express their views and take part in on-air discussions.</p> <p>The town council is very supportive of a community radio station and see it as part of their strategy to promote the community and its future in becoming one of the largest inland towns in Sussex. One of the members of Hailsham FM, Nick Collinson, who is also a Town and District Councillor, sees a community station as part of the 'Hailsham Forward' initiative to help promote the ever-expanding business community of the town and its surrounding villages.</p> <p>These views are echoed by Councillor Nigel Coltman, Mayor and Chairman of Hailsham Town Council, in a letter from the Town Council to Hailsham FM:</p> <p><i>“Hailsham is a large market town ... and will grow rapidly over the next few years. It is</i></p>	

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

a diverse population with many clubs and societies to meet their needs. Hailsham Town Council works closely with these organisations to provide support and help. This would be helped greatly by communicating directly with the public to help publicise events that the Town Council organises”

Members from the station attend local meetings, such as the Communities Committee, Festival of Arts and Culture Committee and Chamber of Commerce meetings, to record interviews and inform the station's editorial features. A new recent initiative between the town and district councils has been to run a 'Town Forum'. We have recorded these meetings in entirety and they have proved most popular on our 'Listen Again' Mixcloud outlet. Communities will benefit because while the station will feature interviews with celebrities and local individuals, it will also feature officials from services such as the Police, Health Authority, Fire Service, Local Education Authority, and other public authorities.

Hailsham FM will offer a variety of training opportunities to volunteers in how to broadcast and produce radio programmes. This will range from taster sessions to short courses, alongside ongoing regular experience and, with an eye to the future, possible structured training programmes. There is the very real potential that, in conjunction with local education establishments, we could offer training that would deliver all or part of certain nationally recognised qualifications such as GCSE, NVQ and BTec. We will also encourage the involvement of local schools in a variety of projects that will involve training in radio skills aimed especially at those who are looking to have a career in the media.

Heavily involved in the training will be the station manager of the 3 RSLs, and director of Hailsham FM Ltd, Neil Povey, who is a local schoolteacher with many links to local schools and who clearly sees the potential of community radio in Primary and Secondary schools for enrichment of the curriculum.

One success story from the latest RSL involved the medium secure unit operated by the NHS for people between the ages of 18-65 who have mental health problems and who have become involved with the criminal justice system. Our RSL station manager visited the unit to make a programme for the latest broadcast with some of the residents and staff, and found that there were several participants that not only benefited from the experience but who showed enthusiasm for the project that staff said they had not demonstrated in very long periods previously.

JW, Clinical Specialist Occupational Therapist at The Hellingly Centre, wrote to our station manager with the following:

‘Thank you so much for our involvement in this year’s Hailsham Festival radio. It has been an amazing project for us at The Hellingly Centre and a new experience for us all. We are sometimes forgotten about in the local community as we are tucked away and as a secure hospital sometimes misunderstood. This gave us the opportunity to explain what happens within the hospital and give listeners and the local community the chance to understand the processes that happen when a service user is admitted to The Hellingly Centre.

One of the areas that is important to us as a secure hospital is social inclusion and this project enabled residents to be part of the local community. In total 18 of the residents were involved in the project in some way. When a new resident arrives it can be particularly difficult to get them to engage in conversation or group work, this project was different and helped break down those barriers really quickly helping staff build relationships that would otherwise have taken months. Residents really appreciated this opportunity and fed back comments like “Having the chance to do this means the world to me”, “I can’t believe that I am going to be on the radio, this is unreal”.

Producing a radio programme was something we had never done before, and with your help enabled residents explore a new interest as well as gaining new skills such as learning to use the production equipment and using new computer software. Selecting pieces of music and performing these to others enabled residents to express themselves through music and gain confidence by knowing that others would be listening. We particularly enjoyed listening to the show as a group and sharing our experiences.’

Our local district council, Wealden, also sees the provision of a community station in Hailsham as vital to their work and the Chair of Wealden District Council, Councillor Barby Dashwood-Morris, has written to us with her support and comments on our RSL broadcasts:

“This is a true community station featuring a mixed range of content from local

business people, interviews, music, news and events promotion, children's content, and a very popular people's takeover where residents are encouraged to come and take to the airwaves.

These broadcasts are already both popular and appreciated locally so a permanent 5 year licence for Hailsham to enable to station to broadcast all year round would be even more appreciated. Uckfield, another major town in Wealden District Council already provide a similarly local service that works very well.

A permanent licence would both benefit the town of Hailsham, its residents and the surrounding villages”

One of the directors of the Hailsham FM Ltd team is the local Vicar of Hellingly, the Rev. David Farey, who has a strong outreach project in his parish (adjoining Hailsham to the North and within the broadcast area) and has linked up with a foodbank project in the town to address the needs of the very poor that exist in Hailsham and the surrounding area.

During the three RSL broadcasts several pre-recorded speech programmes were produced with the help of some local writing and poetry groups who see the radio station as a major outlet for their creative activities. These found a receptive audience in the town, especially amongst the age group over 55. Again, these prove very popular when made available via our Mixcloud ‘Listen Again’ facility.

Access and participation:

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Your draft ‘key commitments’ (later in this form) should include a summary of your proposed participation objectives as set out below.</p>	<p><i>Legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>
<p>Answer in fewer than 400 words:</p> <p>Many local community organisations and charities have been consulted and they all see a huge benefit to the work that they do and, further, the promotion of their activities on a community station in Hailsham. Many of these have already made programmes with us.</p> <p>One of the most popular and successful features of the RSLs were the ‘People’s Takeover Days’. These gave an opportunity for any member of the public from Hailsham to run their own one-hour programme (with the help and guidance of a more experienced broadcaster). This is a feature we would continue and expand on when running a full time community station.</p> <p>Local businesses have been very proactive in the support of the RSLs, notably businesses that belong to the Hailsham Chamber of Commerce and the local Federation of Small Businesses (FSB). Key members of Hailsham FM are also members of these. Every opportunity is given at their monthly meetings to involve both organisations to take part in and help to organise the radio station. In fact, several of our voluntary staff were found here and many of our programmes have been made using members of these organisations.</p> <p>Hailsham has a Community Forum whose first meeting was held in April 2014 where some 20 local community groups attended. Since then the forum has expanded and Hailsham FM now participates in the forum and attends its monthly meetings. Hailsham FM has drawn members from the forum and has constant interaction with all of the participant groups to get ideas and to help make programmes and allow members of the forum group access to Hailsham FM.</p> <p>Many local individuals and families have already taken part in our RSLs’ speech output by participating in interviews about their business, organisation or charity. Other programmes engage the community by, for example, holding discussions on local issues; entertainment, such as quizzes; programmes designed to include information on specialist community fund-raising; a strong link with the local creative community through the Hailsham Festival of Arts and Culture who organise art</p>	

shows to include the disabled and housebound; bringing students of all ages to the microphone both in recorded and live output.

We have the ability to both provide a 'pop-up' studio in any High Street location or to take a mobile studio to anywhere in the community, such that no geographical or physical constraint should be a barrier to involvement in broadcasting.

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:

From our experience of our three RSLs we have found that we can tap into a large pool of people of all ages and from many different sectors of the Hailsham society who will help to run the proposed community station.

We will adopt a genuine open-door policy with equality of opportunity for all that want to be involved. We have already successfully adopted this approach in our RSLs. We will simply require adherence to our health and safety and studio protocols, training for which all proposed members will receive before they are considered for full membership.

Building on our existing training experience and current weekend online broadcasts, we will provide workshops on the operation of studio broadcast and IT equipment and in production and editing skills, plus on-air presentation and interviewing technique.

Progress will be assessed by senior team members, peers and other trainees. Slots will be available in our weekly schedule to enable trainees to get on air quickly to utilise their new skills. Training in administrative duties, for example including programme scheduling and community liaison will also be available. While not all trainees will go on to have a career in the media, skills learned will be transferrable to many other vocational situations.

Although the studio premises are in a fixed location, we have the facility to take a portable studio to any community location for a live broadcast or to record output for later programming. We will continue to maintain a strong local presence at public events and community networking forums in order to remain accessible on a face to face basis.

Programming schedules will regularly accommodate input from community groups and individuals who may not wish personally to broadcast but to use our expertise and facilities to reach a wider audience.

Trainers will be subject to DBS checks since we anticipate working with the young and/or vulnerable at times.

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

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

<p>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.</p>	<p><i>accountability to the relevant community (or communities).</i></p>
<p>Answer in fewer than 500 words:</p> <p>Members of the Hailsham community will be given free access to feed back their views about the station and its broadcast content in the following ways:</p> <p>Contact with the station will be via all available current methods: post, electronic and telephone. Our postal address and telephone contact details will be made publicly available in published promotional material, including online. We will maintain an interactive social media presence with two-way communication positively encouraged. Our website includes a contact tool which generates an email received by designated members of staff.</p> <p>We will broadcast a periodic feedback programme, which will allow the community to air their views on the station. Contributions to this programme will be invited via all of the usual media channels.</p> <p>In addition, we will host open-forum quarterly meetings with interested parties drawn from the local voluntary and business sectors via the Hailsham Communities Forum (which includes representatives from many community volunteer groups), the Chamber of Commerce, the FSB, town and district councils and members of the public.</p> <p>We will allow forum attendees interactive dialogue with station representatives and the information gathered will be submitted for consideration by the station's general committee. We will then broadcast a synopsis in the regular feedback programme to our listeners.</p> <p>A policy governing complaints will be established and maintained such that rigid protocols will need to be followed in the event of a complaint being received. This will also set out procedures to be followed in the event of a complaint being upheld, including communication with the complainant(s) and feedback to the public, whether or not the complaint is upheld.</p> <p>We already publish a regular newsletter for our group which will also provide an ideal forum to show concerns we have received and how we intend to proceed, as well as positive feedback from listeners and involved community groups.</p> <p>Meetings which may include discussion of any feedback received will take place as follows:</p> <p>Board of directors – quarterly Station management – monthly Presenting and administrative staff – monthly Public – quarterly</p> <p>The key results of the meetings will be published in our regular public newsletter and also broadcast in our feedback programme.</p>	

Guidance notes: station's draft key commitments

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

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

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

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

KEY COMMITMENTS: to be completed by the applicant

Station name [As in section 1 of this application]	Hailsham FM
Community to be served [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.]	The entire residential and business populations of Hailsham and the surrounding areas; actively including those from all age groups, abilities, interests and backgrounds.
Proposed area [State the proposed coverage area as set out in section 3.]	The whole of the Hailsham Town Community including its satellite villages, within an approximate 5km radius.
Programming output <ul style="list-style-type: none"> ▪ A wide variety of popular and specialist music ▪ A target of 60:40 music:speech ratio ▪ We will cover events in the local community ▪ At appropriate times, we will feature the many local live music events and arrange sessions for local musicians. ▪ Most daytime/evening output will be live, with some pre-recorded original programmes. We propose 15 hours per day, between 7am and 10pm, of originally produced live and pre-recorded material, with a minimum of 80% live. ▪ High Street located studio and mobile studio facilities. ▪ All age groups will be involved in broadcasting and production of the output. ▪ Local societies, clubs and other voluntary organisations will be encouraged to participate and promote themselves encouraged to promote themselves and their activities ▪ Regular advice and support for the more vulnerable members of the community, ▪ It is intended to feature a news feed on the hour from a broadcast service with the addition of self-produced local news, weather and traffic reports ▪ All output will be in English ▪ Certain material will be repeated, mostly during overnight slots. ▪ All programmes, with the exception of the majority of night scheduling, will be locally made 	
Social gain <ul style="list-style-type: none"> ▪ Hailsham FM will provide a service for under-served groups overlooked by the established media ▪ A priority for Hailsham FM is to be able to offer an ongoing broad range of training opportunities to all members of the local community, actively encouraging everyone to get involved regardless of age, ability or background and to facilitate and operate a truly local radio station: produced by the community, for the community. ▪ Important relevant local news and information will be quickly transmitted to residents and businesses when necessary: this is particularly vital for those sectors of the community who are not using social media and might otherwise miss out ▪ Local organisations, charities, educational establishments, businesses and individuals from the town and surroundings will be given a public voice to discuss their issues and promote themselves and their events on air, live or pre-recorded. ▪ Hailsham FM proposes to reach parts of the community that other stations are less able to and will benefit vulnerable groups such as the elderly, those with mental health problems and families on low income ▪ Hailsham FM will help to publicise the aims and activities of local and district councils for the benefit of the Hailsham community with the ongoing support of the local Member of Parliament, the Town's Mayor, and the Chair of the district council. ▪ We aim to provide an expanding, flexible service to a growing market town. ▪ A selection of programming will be made available to listen again where we feel it can affect social gain ▪ By continuing to attend a variety local meetings we will actively gain material and feedback to enhance residents' lives by making them more involved with the wider community. 	

- We support a strong outreach project with link ups to a food bank and other projects to help the less fortunate, by disseminating information to assist them.
- Links to many local musicians and artists, who see the community radio as an essential part of promoting their skills and their work, are encouraged and promoted.
- Pre-recorded speech/music programmes will involve all willing community organisations and enterprises.

Participation in the service

- Many local community organisations, charities and individuals will be consulted to enable us to maintain appropriate programming of the service throughout the RSLs
- 'People's Takeover' slots will continue to offer opportunities for any member of the public from the Hailsham area to make their own programme
- Key members of Hailsham FM will retain membership of organisations including but not limited to: The Hailsham Community Forum; Hailsham Chamber of Commerce; the Federation of Small Businesses; We are committed to continually gathering ideas to help make programmes and allow access to Hailsham FM
- Speech output will include two-way interviews with local charities and volunteer organisations, sports teams and local business representatives
- Hailsham FM will promote opportunities to bring students of all ages to the microphone both in recorded and live output.
- We will continue to work to expand the volunteer base and membership significantly, drawing in new presenters who have not previously had any background or experience in the media or broadcasting. We expect this growth to continue as the town expands and will plan to enhance our training and access as this need occurs.

Access to facilities and training

- We will encourage involvement from all ages and sectors of the local community and will promote an inclusive, open-door policy.
- We will require adherence to health and safety and studio protocols: all proposed members will receive relevant training
- We will provide workshops on the operation of studio broadcast and IT equipment and in production skills, plus on-air presentation and interviewing technique. Progress will be assessed by senior team members, peers and other trainees
- We will seek, in conjunction with local educational establishments, to offer training that can be included as part of nationally recognised qualifications.
- Slots will be available in our weekly schedule to enable trainees to get on air quickly and utilise their new skills
- Training in administrative duties, for example including programme scheduling and community liaison, will also be available
- Portable studios will enable involvement by those unable to come to us.
- We will maintain a strong local presence at public events.
- Programming schedules will accommodate regular input from community groups and individuals
- Trainers will be subject to DBS checks since we anticipate working with the young and/or vulnerable at times

Accountability

- Contact with the station will be via all available media and in person
- We will maintain an interactive social media presence
- We will broadcast periodic feedback programmes
- Open-forum quarterly meetings with all interested parties will be hosted. After consideration by the station's committee a synopsis will be broadcast to our listeners
- A formal complaints procedure will be established and maintained and outcomes will be reported
- We will publish a regular newsletter which can also be utilised to receive and publish listeners' feedback
- We propose to hold meetings which may include discussion of any feedback received as follows:

Board of directors – quarterly Station management – monthly Presenting and administrative staff – monthly Public – quarterly

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

About your organisation:

9. Company details	Guidance Notes
<p>The legislation requires that:</p> <ul style="list-style-type: none"> Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community 	
<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</p>	<p><i>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
<p>Company (or other body corporate) name: Hailsham FM Ltd</p> <p>Date of registration: 27 July 2015</p> <p>Company registration number: 9704065</p> <p>Type of company (or other body corporate): Private (not-for-profit) Company limited by shares with its registered office in England</p>	
<p>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</p>	

10. Ownership	Guidance Notes
<p>Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.)</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say 	<p><i>Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>

<p>so). (You will also be asked about the board of directors in 11 & 12 below.)</p> <ul style="list-style-type: none"> • details of any individual, company or other body that may exert control over the applicant. 	
<p>Hailsham FM ('the company') is a private, not for profit, company, limited by share which has a single shareholder, Mrs. Irene Willson, holding 100% of the shareholding, valued in total at £1.</p> <p>The company will be controlled by a board of directors.</p>	

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<p><u>Directors</u></p> <ul style="list-style-type: none"> ▪ Peter Willson (Chairman) ▪ Neil Povey (CEO/MD) ▪ Pat Bradley ▪ David Farey ▪ Simon Herbert <p>Company Secretary: Helen Lawrence</p> <p>The management of the station will be controlled by an elected committee, as set up already for running the Hailsham Festival FM's RSLs, chaired by Neil Povey, vice chair Peter Willson, and Helen Lawrence acting as secretary.</p> <p>Day to day running of the station will be the responsibility of the station manager Neil Povey, and a deputy manager will be appointed by the committee.</p> <p>Other roles are outlined in section 13, below.</p>	

12. Management and operations	Guidance Notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why) by email to community.radio@ofcom.org.uk.</i></p>
<p>Answer (for each director):</p> <p>Peter Willson (Director and Chairman)</p> <p>Employment: Self-employed musician</p> <p>Other directorships: None</p>	

Relevant experience or qualifications:

12 years' experience running a small business in training and as a full time musician; 12 years with the Musicians Union, with the last 5 as a regional (East and SE England) committee member; 42 years in the telecommunications industry, initially as engineer then in direct sales; 57 years as a musician with 12 years as a professional pianist; 3 years' experience with running RSLs in Hailsham; Strong links with the local community through Hailsham Chamber of Commerce and the Federation of Small Businesses and 5 years with the BNI (Business Network International) as an assistant director.

Neil Povey (CEO and Station Manager)

Employment: Primary Schoolteacher

Other directorships: None

Relevant experience or qualifications:

Since 2012, involved in the production of a local live music programme on Uckfield FM (community station), then co-presenting a specialist music show; Co-founder, in 2013, with Peter Willson, of Hailsham Festival FM, an RSL to support the local Hailsham Festival of Arts and Culture; Adopted the sole Station Manager role for both the 2014 and 2015 RSL broadcasts, formalising the group into a constituted committee and steadily building a broader range of regular volunteers with different skills and interests and from diverse sectors of the community, including community volunteer groups, independent businesses, the arts and music, mental health provision and sports, as well as the general population.

Simon Herbert (Director and Treasurer)

Employment: Business Manager

Other directorships: None

Relevant experience or qualifications:

14 years' experience as Business Manager, working with local businesses in East Sussex; Accredited by the Chartered Institute of Bankers; Active member of the Hailsham Festival FM team for the last two RSLs and currently Treasurer for Hailsham Festival FM.

Pat Bradley (Director)

Employment: Freelance Sound Engineer

Other directorships: None

Relevant experience or qualifications:

30 years sound engineering; Member of the Institute of Sound and Communications Engineers; 10 years' experience in training engineers in audio and emergency sound systems; Radio presentation on Coast AM, Radio Maidstone Kent (ILR), Hospital Radio Swale, Radio DGH Eastbourne and RSLs In Hailsham

The Rev David Farey (Director)

Employment: Incumbent of Hellingly and Upper Dicker Anglican parishes

Other directorships: None

Relevant experience or qualifications:

29 years as an ordained member of the Church of England serving in a number of parishes across the country ranging from rural to town council housing estates; 10 years' voluntary experience with a local BBC radio station in producing and presenting a number of programmes and packages; Sponsored by the bishop on a number of radio and media courses at CTVC in Hertfordshire (an offshoot of the Rank organisation) and Church House Westminster; Four years as Diocesan Communications Officer dealing with all aspects of media for the diocese and in support of parishes and then as diocesan social responsibility officer liaising with charities and social action groups and parish church, helping them with their social impact; Recent involvement with Hailsham Festival FM in live broadcasts and producing pre-recorded programmes for broadcast; Regular article contributor to local newspapers; Active links with local Food Bank, Churches Trust working in community and involvement in the local Community Forum

Helen Lawrence (Company Secretary & Station Admin. Manager)

Employment: Self-employed Virtual Administrator and mobile DJ

Other directorships: None

Relevant experience or qualifications:

Experience of running small businesses, including accounts preparation/ keeping financial records; marketing; health & safety; working knowledge of HR/employment law and the Working Time Directive, experience of managing staff whilst working as a Control Room supervisor for Sussex Police; Previously employed as a store retail manager by local charity, Furniture Now!; active committee member of local charity, Hailsham Old Pavilion Society; Involved with Hailsham Festival FM's RSLs in 2014 and 2015 and currently Secretary for Hailsham Festival FM

If any individuals (not necessarily directors) have been identified for management roles please state what experience identified individuals have to undertake the role in question.

13. Staffing structure

Guidance Notes

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):

VOLUNTEER POSITIONS:

Station Manager and Deputy Station Manager:

Chief officers responsible for day-to-day running of station, managing staff and overseeing operational, legal and contractual functions. Key responsibilities in policy-making, fundraising, financial management, overseeing marketing and sale of advertising and sponsorship. Also responsible for co-ordinating training programmes, liaising with trainers, including management of volunteers and trainees (management of volunteers could be a separate post).

Administrative and Finance Manager:

Responsible for the day to day administrative and financial operation of the company including invoicing, outgoing payments, credit control, receipts and long-term financial planning. Role could be integrated with that of the treasurer on the board of directors.

Production and Scheduling Manager:

Oversees the day to day programming output of the station, music scheduling and the overall scheduling of pre-recorded advertising and sponsorship. Also responsible for scheduling presenters, producers and additional staff where necessary.

Programme Assistants (2):

Work directly under the Production and Scheduling Manager to assist in programme management, liaise with presenters, organise on-air content and input music, advertising, sponsorship and other content on to the play-out system, provide production and programme administrative support to presenters and producers.

Engineering Manager:

Responsible for maintaining continual functioning of station's broadcast hardware, OB and PA equipment, liaising with external service providers where necessary. Additional responsibilities include specifying and costing replacement hardware.

IT Manager:

Responsible for IT aspects of broadcast hardware and software: ensuring continual functioning of station's playout and production PCs as well as network management. Additional responsibilities

include specifying and costing replacement IT hardware and software.

Community Development Officer:

Responsible for identifying and developing projects with community partners across the service area, co-ordinating project staff, sourcing funding, organising promotional & fundraising events, organising initiatives to encourage increased participation.

Tutors:

A team of 4 part-time tutors working around 5-10 hours per week on average to deliver training activities. Individuals may combine this role with other roles.

Presenters and Producers:

In the region of 40 volunteers and trainees responsible for presenting and producing programmes each week, each working on average for 20 hours per week for daily programme staff and anything from 1-6 hours per week for single programme presenters. Individuals may combine role with other roles.

PAID POSITION:

Advertising Executive:

Responsible for selling advertising and sponsorship slots for on-air broadcast and website and published materials, to values set by Station Manager. This role will operate on a commission- only basis.

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:

Hailsham Festival FM began in July 2013, with an RSL broadcast in conjunction with the Hailsham Festival of Arts and Culture (in existence since 2008) providing the Hailsham Community with an arts multi-cultural festival in September every year. This first broadcast ran on a shoestring budget and staff but was considered successful by both organisations and developed great interest in the local community, garnering volunteers for the following year's broadcast.

For the second RSL broadcast in September 2014, we received a small grant from an arts source to purchase broadcast equipment, enabling us to provide a more professional-sounding service and generate considerably more sponsorship and further reach into the community. A larger group of volunteers, representing a broader cross-section of the community, was involved and, naturally, the informal feedback reflected that the broadcast had reached a larger proportion of the local population. Once again this generated more interested volunteers and, after the broadcast, it was decided to formalise the group into a volunteer organisation with the appropriate constitution and structure, with the express purpose of delivering further RSL broadcasts and, in the longer term, to apply for a full-time community licence when released by Ofcom.

The formation of the committee facilitated staging of events to boost the organisation's profile locally as well as raising funds to purchase further equipment and towards covering licensing costs for a third broadcast. Money raised this way, combined with sponsorship, fully funded the running of the station. We now support many local council and community events with PA and commentary, run discos for local schools and many other activities. The third RSL in September 2015 enabled us to broadcast in a very professional manner using skills gained from previous broadcasts and with enhanced technical capability including phone-ins and live Outside Broadcasts.

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

Answer in fewer than 150 words:

Hailsham Festival FM has successfully broadcast three RSLs, each lasting 12 days as described above, with each of the broadcasts being simulcast via the internet. Each year has seen more presenters and volunteers become involved, with greater technical proficiency commensurate, enabling a smoother operation of the service. The RSLs have been financed largely through advertising gained from local businesses.

We have continued to broadcast online at weekends in order to train new volunteers and further develop technical capability and broadcasting experience. We intend to steadily extend the number of hours we broadcast online during the following months in order, in time, to provide a full-time internet service, to run akin to an FM service, with full sponsorship/advertising such that the station is able to fully financially support itself on an ongoing rather than RSL basis.

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:

Members' experience includes, but is not limited to:

- Banking Business Management
- Community leadership through Borough and town Councillor roles
- Human Resources management
- Training of engineers and sales people
- School Governorship
- Direct sales experience
- Police officer in local community
- IT / Telecoms engineering
- Chairing and raising money for the Hospital Radio DGH Eastbourne
- Teaching in the state sector
- Voluntary work with many local charities
- Familiarity with employment law, Health & Safety and Risk Assessments
- Training and mentoring experience
- Several members hold enhanced DBS checks.
- Event management and promotion
- Support work with drug and alcohol users
- Small and large business ownership/management
- Professional writing and publishing
- Professional musicianship

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:

Peter Willson

Founder of Hailsham Festival FM. Live broadcast experience on all 3 RSLs. Recorded and edited more than 50 programmes for the station.

Neil Povey

Station manager for all three Hailsham Festival RSLs and 3 years' experience at Uckfield FM (community) with regular specialist music shows.

Pat Bradley:

Hospital Radio Swale (general presenter); Coast AM radio Maidstone Kent (weekend rock show); Radio DGH (presenter); Hailsham Festival FM (breakfast presenter 2 RSLs)

Chris Ruff

Hospital radio broadcasting /engineering experience of 7 years; running/ organising/ engineering and broadcasting on several other local RSL's. Worked for three local commercial stations as a reporter/ sports editor/ station producer/ IT engineer.

Phil Masters

Chairman and long-time presenter on Hospital Radio DGH, Eastbourne

Simon Herbert:

Presenter of live daytime and specialist music shows, Hailsham Festival FM 2014 – 2015

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service.</p> <p>This may include a variety of information, for example:</p> <ul style="list-style-type: none"> • summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc; • summary of support from local business or other sectors; • evidence of support from your proposed target community. 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p>Answer in fewer than 1,000 words:</p> <p>We have, during our three RSL broadcasts, gained many connections with local community organisations, sports and leisure clubs, schools, businesses and charitable organisations, some of whom have written to us with their support of the project.</p> <p><u>Businesses</u></p> <p>The firms listed below actively engaged with the Hailsham Festival FM RSL this year and supported us financially and/or practically:</p> <ul style="list-style-type: none"> Rare Reprographics (premises) Hailsham Creative (Graphic Design) Chapter 12 Wine Bar The Sign Shop, Hailsham Ross & Co Estate Agents Bespoke Training, Eastbourne The Dental Barn, Upper Dicker Ropemaker Theatre Company Ltd Clearwater Health and Safety The Kings Head, Hailsham Woodside Hall Nursing Home Hawkstown Heating Fred's Autos Bingley and Marge Pet Supplies Summerfields Nursery <p><u>Schools</u></p> <p>Schools involved to date include Grovelands School with whom we made a documentary about the production of a school play, Hailsham Community College, whose pupils have been involved in</p>	

broadcasts for all RSLs and St Marks School, Hadlow Down.

Sports and leisure

Many local clubs are involved with the project and have either recorded programmes or financially supported us promoting their activities. Our most recent RSL was the most inclusive of local sports, with a dedicated Saturday afternoon sport programme. Teams chose representatives to call the station with live updates from various sporting fixtures.

Hailsham Town Football Club (<http://www.hailshamtownfc.org.uk/>) *“would benefit hugely from a community radio station for the town. The club is fully behind Hailsham FM's application for a community licence.”*

Other sports clubs who are actively involved and support the radio station are Hailsham Hockey Club, Hellingly Rugby Club, Hellingly Cycle Speedway, Hailsham Cricket Club, Hailsham Little Kickers (Junior Rugby) Club.

Amongst the leisure activity groups in the town are The Wealden Astronomical Society, the Hailsham Old Pavilion Society, the Hailsham Horticultural Society and The Windmill at Windmill Hill Trust, who all see the radio as an important aspect in the progress of their group's activities and have already used our services to further their cause.

The U3A and Wealden Creative Writers group see the radio as *“an exciting outlet for their creative activities”* together with Hailsham Theatres who are the town's amateur dramatic society and the Ropemaker Theatre Co. Ltd who are Hailsham's professional theatre group. The latter have produced on-air content for live and pre-recorded broadcast.

Charities

Many local charities and community support organisations have supported us and see the radio station as an important part of their work in the future.

Computers for Charities <http://www.computersforcharities.org/>

“Computers for Charities gives their support to Hailsham FM's bid for a Community Licence. Community radio especially for rural communities such as here in Hailsham provides a vital link in reaching across communities at all levels”.

Simon R, Chairman of Computers for Charities.

Demelza Hospice Care for Children(<https://www.demelza.org.uk/>)

“The presence of a local radio station would be great news for our Charity. If we could get the opportunity on the radio to tell people all about Demelza, what it means to all those families who are supported by our nurses, and to let people know how they can help, I think this would make a world of difference”.

Pam R, Volunteer Fundraiser.

Chestnut Tree House (<http://www.chestnut-tree-house.org.uk/>)

“We are a local children's hospice that serves East and West Sussex and we are always on the lookout for opportunities to connect with the local community. A full time local radio station would be vital to us”.

Madeleine G, Marketing Coordinator.

The Hellingly Centre (<http://www.nhs.uk/Services/Hospitals/Overview/DefaultView.aspx?id=2823>)

“One of the areas that is important to us as a secure hospital is social inclusion and this project enabled residents to be part of the local community. In total 18 of the residents were involved in the project in some way. When a new resident arrives it can be particularly difficult to get them to engage in conversation or group work, this project was different and helped break down those barriers really quickly helping staff build relationships that would otherwise have taken months. Residents really appreciated this opportunity and fed back comments like “Having the chance to do this means the world to me”, “I can't believe that I am going to be on the radio, this is unreal”.

Janet W, Clinical Specialist Occupational Therapist, The Hellingly Centre, Sussex Partnership NHS Foundation Trust

The Link Coffee Shop is a venue where many adults with learning difficulties are given opportunity to

serve within a caring community. Director Ralph Olesen wrote that Hailsham FM would have a “major role ... Publishing details of their events are examples of public information and feedback which would be much facilitated by Hailsham FM”.

Caring for the Carers (Carers Trust Network Partner), whose representative Carole G sees the radio as “an essential medium for getting our message across to the many carers in the area of the old, very sick and infirm, who would tend not to have a voice in any other form of media”.

Support from local politicians:

We are fortunate to have support from district and town councils, Wealden and Hailsham, to whom we are, on their advice, applying for support through their respective community grants programmes.

Nus Ghani, MP for Wealden: “A local community radio station would help the Hailsham community to do things that would benefit the various organisations in the town, and that would in turn help improve the lives and welfare of Hailsham's less well-off residents, as well as its young people, the disabled and the elderly.”

Nigel Coltman, Mayor and Chair of Hailsham Town Council: “Hailsham is a large market town ... and will grow rapidly over the next few years. It is a diverse population with many clubs and societies to meet their needs. Hailsham Town Council works closely with these organisations to provide support and help. This would be helped greatly by communicating directly with the public to help publicise events that the Town Council organises”

To sum up simply, in the words of **Chair of Wealden District Council, Cllr, Barby Dashwood-Morris:**

“A permanent licence would both benefit the town of Hailsham, its residents and the surrounding villages”

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.

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).

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>

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).

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	£15,000 (55%)	<i>The legislation for Community Radio places</i>
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amount of income you anticipate from this source and its anticipated proportion of total income)		<i>limits on the amount of income annually from the sale of on-air advertising and sponsorship that can be generated.</i>
If 'No' might your proposed service seek to carry on-air advertising at a later date? (If so, please state the amount of income you estimate from this source and its estimated proportion of total income)		
During your first year of broadcasting would your proposed station carry sponsorship or commercial references in return for payment? (If so, please state the amount of income you anticipate from this source and its anticipated proportion of total income)	£3000 (11%)	
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)		
<input type="checkbox"/> 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.

Answer in fewer than 150 words and/or submit a summary table:

No shortfall is predicted

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.

Answer in fewer than 150 words and/or submit a summary table:

Any surplus will be reinvested in the station, by way of the purchase of new and improved equipment, in order to replace that which has been loaned to us and to update that which we already own. We will endeavour to maintain a cash reserve to cover any contingencies.

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.

Answer in fewer than 150 words and/or submit a summary table:

No loans will be required in the setting up of the station as the necessary equipment and the premises in already place.

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:

Answer in fewer than 150 words and/or submit a summary table:

We are in the process of applying for several grants from community funding providers and are in discussions with local councils regarding the potential and ongoing opportunities for their financial support.

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

Broadcasting engineering:

Engineering notes

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

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

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

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

Community radio stations typically have a coverage area of up to a 5 kilometre radius. Please see Ofcom's 'Coverage and planning policy for analogue broadcasting services' (including community radio)

<http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf>

25. Engineering information

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

		Answer
Waveband:	Is the application for an FM licence?	Yes
	Is the application for an AM licence?	No
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i>	No
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes
Transmission site address:	What is the postal address and post code:	The Old Courthouse, High St, Hailsham, East Sussex BN27 1AU
National Grid Reference (NGR):	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html	TQ 589 097
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	30m
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	10m
	What is the height, in metres, of the transmitting antenna AGL?	4m

Community radio application form

	Please supply photographs of the transmitter mast / building and aerial location.	ENCLOSED
About the transmission site:	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	Has been used by our 3 RSLs (Hailsham Festival FM) in Septs of 2013, 2014 and 2015
Transmission site availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	No
	Applicant group owns site?	No
	Other – please specify.	
<i>(Note: we cannot consider an application if no site has been identified.)</i>		

How to contact you:

26. Public contact details	Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.	<i>Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
Name: Peter Willson Mobile: 07850 889936 E-mail: peter.willson2@btopenworld.com Website: http://www.hailshamfm.uk/	

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

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

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

Concluding declaration:

28. Declaration		
APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS		
1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	No	No
b) Bodies whose objects are wholly or mainly of a	No	Simon Herbert, member of

political nature, or which are affiliated to such a body		Eastbourne Conservative Association
c) Bodies whose objects are wholly or mainly of a religious nature	No	David Farey, Church of England Minister
d) An individual who is an officer of a body falling within (c) above	No	David Farey, Church of England Minister
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	No	No
f) An advertising agency or an associate of an advertising agency	No	No
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	No	No
Other interests		
2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)		
Not applicable		
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.		
Not applicable		
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.

CONFIRMED: 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:

INCLUDED WITH APPLICATION BY ATTACHMENT TO EMAIL:

Memorandum & Articles of Association

Certificate of Incorporation

Application Payment (UK £ 600.00) non-returnable (paid by BACS.)

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.

Peter Willson _____ *(Name of person)*

Chairman, Hailsham FM Ltd. _____ *(Title or position in the applicant group)*

18th 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.