New City Radio community radio licence application form

### 1. Station Name

<table>
<thead>
<tr>
<th>What is the proposed station name?</th>
<th><strong>Guidance Notes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>New City Radio (NCR)</td>
<td>This is the name you expect to use to identify the station on air.</td>
</tr>
</tbody>
</table>

### 2. Community to be served

<table>
<thead>
<tr>
<th>Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application. (Please tell us the sources of the information you provide.)</th>
<th><strong>Guidance Notes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer in fewer than 300 words:</strong></td>
<td>It is a legislative requirement that a service is intended primarily to serve one or more communities (whether or not it also serves other members of the public) and we need to understand who comprises that community or communities. The target community will also be specified in the licence, if this application is successful. The legislation defines a ‘community’ as: people who live or work or undergo education or training in a particular area or locality, or people who have one or more interests or characteristics in common.</td>
</tr>
</tbody>
</table>

**We propose to serve the 30 – 60 age group living and working in Milton Keynes and surrounding areas.**

“The current population of MK is 264,400. By 2026, it is expected to grow to 302,100.” (Source: Milton Keynes Council).

The 30 - 59 age group is the largest demographic in MK (43%) compared to 0 - 29 (40%) and 60 - 99 (17%) (Source: 2011 Census). Our research indicates it is a group which still feels underserved by existing radio services.

We also propose offering a service for visitors within this age group.

“Over half of visitors (53%) are aged 35-65” (Source: Centre MK 2011 Exit Survey)

We propose an inclusive radio service catering for the diverse communities within the 30-60 age bracket with relevant information, coverage of diverse Arts and Culture and on air involvement of members of the communities.

Special focus will be given to communities not represented by other community radio stations such as Polish, South African and American.

“It is estimated that the South African and American populations of MK are over 22,000 at present.” (Source: MK Council)

Our secondary listener community is a community of interest in local Arts and Culture. We will provide a platform for the local arts – not simply as a station for emerging talent but a leader in Milton Keynes’ European Capital of Culture 2023 bid. Working closely with local arts organisations including MK Gallery, Westbury Arts Centre, Arts Gateway and MK International Festival.

“Culturally and historically, Milton Keynes is vibrant and diverse bringing together theatre, museums, art, sculpture and architecture within the city and surrounding areas.” (Source: DestinationMiltonKeynes)

“The number of MK residents born outside of the UK more than doubled from 20,500 (9.9%) in 2001 to 46,100 (18.5%) in 2011.” (Source: Miltonkeynes.gov.uk)
Age groups 0-15 and 25-49 have **bigger** population proportion in Milton Keynes compared to England.

Figure 8: Milton Keynes Population by Age Group 2015 & 2026

Source: MKInsights 2016
3. Proposed area

Guidance Notes

What is the area you propose to serve?

Although we believe it is helpful to set guidance that frequency availability may often limit transmission powers to around 25 watts and the coverage radius to around 5km, we are adopting a more flexible approach and will consider applications for wider areas where applicants can demonstrate that the proposed coverage area will better serve the target community, and where it is technically possible.


The full Borough of Milton Keynes to include the urban areas of Bletchley, Newport Pagnell, Stony Stratford and Wolverton as well as the rural areas of Hanslope Park, Sherington and Olney. Our internet and mobile app listenership is high in the rural areas of Northern Milton Keynes, Newport Pagnell and Olney. A larger coverage area of 15km would allow these rural areas to feel to part of the greater Milton Keynes Community or actually be able to have their own communities represented within the Borough of Milton Keynes coverage area.

This is an important local issue with the rural areas not feeling as if they are part of Milton Keynes Council’s decisions (Source: MK Citizen coverage of Milton Keynes Council debate). Covering the whole Borough of Milton Keynes would enable New City Radio to provide a service to Milton Keynes as whole and not just the heavily populated area without excluding rural communities.

This population ordinance survey shows the size and population of the Borough of Milton Keynes. We are requesting a larger coverage area to also reach the unserviced areas of Olney and Northern Newport Pagnell.

This represents the Ward Boundaries of Milton Keynes
The map below indicates the area we are hoping to cover with our transmitter site noted in blue.
Programmes and programme output:

Definitions:

Studio location: The studio from which the service will be broadcast should be located within the licensed area.

Locally-produced: Locally-produced output is output made and broadcast from within the service’s licensed coverage area. (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: output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

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

Please fill-in all three questions below

Question A asks you to describe your programme service.

Question B relates to how your output will serve the tastes and interests of your target community.

Question C is about how your service will broaden the range of local (non-BBC) services available in your area.

Later in this form you will be asked to draft your own ‘key commitments’. This will form the basis of your

Guidance Notes

The law requires applicants to state their proposals for providing a service that would:

(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);

(ii) broaden the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities;

(iii) broaden the overall range of such non-BBC local services to members of the relevant community or communities;
New City Radio community radio licence application form

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.

Ofcom is required to consider the extent to which an applicant’s proposals will cater for the tastes and interests of members of its target community or communities.

Ofcom is also required to consider the extent to which proposals for a community radio station would broaden the range of programmes available by way of non-BBC local services (both commercial and community stations) in the area concerned (especially, the extent to which a proposed service would have a distinct nature or provide distinct content from any overlapping non-BBC local services).

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

4. Programming output

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

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

Answer in fewer than 1,000 words:

Goal

New City Radio was founded as an alternative to the many mainstream/pop offerings already broadcasting in Milton Keynes. We are heavily linked to the arts communities, local charities and community groups of Milton Keynes to provide real social gain through music, sports and all art disciplines including food, drink and cultural aspects of this great region. We are proudly part of the Milton Keynes bid for European Capital of Culture 2023.

Music Format

Our programming format will be more mainstream during daytime hours with more specialist/niche programming in the evenings. This structure is tried and tested in the radio industry and has proved successful for stations such as BBC Radio 1 and 2. We will follow a carefully selected music playlist between 6am and 7pm, designed to appeal to our adult target community of local 30-60 year olds.

The music will be primarily guitar based (rather than electronic) popular music covering all eras from the 60s to the present day. Initially the daytime output will be largely automated but with local information inserted at regular intervals to promote events happening in and around Milton Keynes relevant to the target community.

Live and Local Output

We will broadcast 24 hours a day with all of our output being produced by volunteers. We will commit to providing local content in all programmes with regular news and events coverage and a focus on Music, Arts and Culture. Local sports, community groups and local business activities will also be
**Morning show, Daytime and Drive**

We will offer original, locally focussed news bulletins hourly between 0600 and 1900 plus national news. On weekdays we will run business news updates twice daily and an hourly What’s On Guide featuring local events in the community. Topics of interest to the target audience will be discussed on all daytime shows with interaction via text, phone and social messages providing a forum for discussion of issues, e.g. planning permission, the performance of the local sports teams, etc.

Our Morning Show will feature local theatre news, restaurant reviews and local music as well as showbiz news. We will offer competitions and invite interaction from callers.

*The unemployment rate in Milton Keynes is just 1.3% (March 2017 - Invest MK)* and between 9am and 4pm output will be music led with regular recorded local information to help listeners through the workday. The Drive show will provide local news and features as well as campaigns that benefit the community. For example, our volunteers have slept rough to draw attention to the growing homeless crisis in MK and supported the Anti Hate Day of Action with CitizensMK, Open University and schools.

**Signature Shows (social gain)**

After 7pm on weekdays the music policy will become less mainstream with specialist programming including rock and roll, blues, northern soul, Motown, indie and funk. These currently include our very popular “Shake Rattle and Roll” show, the only Rockabilly programme in MK with fantastic support from the rockabilly dancing community and “Soul Stew”, the only Northern Soul and Motown show of its kind in the region hosted by a very experienced presenter with local heritage. Indie/Rock is also represented by an internationally experienced DJ now living in Milton Keynes.

Weekday evening shows are completed with two hours of the locally produced show “The Chill Factor” from 10pm until midnight playing relaxing, mellow jazz, new age and ambient music.

**Weekends**

Our weekend daytime programming is musically consistent with our weekday format. Saturdays will be the home to regular studio guests and phone ins giving our listeners a platform to discuss local issues with key decision makers including MPs, political candidates, councillors and the Mayor.

Local sport will be featured on Saturday afternoons focussing more on grassroots teams but also including results from MK Dons, rugby, ice hockey and cricket teams, including interviews with local fans, players and team managers.

Classic soul and dance programming features on Saturday nights, while Sundays have a more relaxed feel with our “Loudspeaker” and “Westbury Arts Centre Tracks” programmes, presented by local wordsmiths, story tellers and artists with stories, poems and interviews from the local arts scene.

Our close links with the Westbury Arts Centre and MK Gallery mean that we will provide live coverage of their events as well as speech items from their artists. These could be painters describing their most recent pieces, local poets who use the rural setting to get inspiration for their work, or live bands.

**Music to Speech Ratio**

Our music to speech ratio is expected to be around 75:25, with the speech content concentrated outside 10am - 4pm on weekdays.

While the majority of our output will be original, some syndicated material may be broadcast outside peak hours which broadens the choice available locally and is consistent with the radio station’s format and target community.

**Language**

88.7% of households in Milton Keynes have all adults in the households with English as their first language and 93.6% have at least one adult with English as their first language.

The majority of Milton Keynes residents are English speakers and our programmes will be broadcast in English, in keeping with our goal of providing an inclusive service to our target community. We have close links to the Polish community of Milton Keynes through our Polish speaking volunteers and are...
intending to provide programming relevant to their culture and community in English however we would consider developing a Polish language (or any other language) show in the future if there is sufficient demand from our audience.

Repeated Material
Listening habits have changed and we are aware that our target community may wish to listen to our output at a time convenient to them so we will offer a full ‘listen again’ service via our website and mobile app. On occasion short sections, interviews and clips of previous programmes may be re-broadcast on air, but we are not intending to repeat entire programmes except in exceptional circumstances.

B. What is the address of the proposed studio (if known)?

The Point, 602 Midsummer Blvd, Milton Keynes MK9 3NB.

C: 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:

Our research tells us that our target community of 30-60 year olds feel their musical tastes are not catered for by local radio services and they also want to hear local information relevant to them. We listen to our listeners and will always put our service to them first. We’re selective and careful about the programmes we broadcast, always considering whether they will appeal to the broadest section of the audience, rather than offering our airwaves as an un-curated open platform and we will include programmes specifically designed for the diverse communities within our target audience.

Musically, we will be unique and tailored to what our research tells us are the tastes of our listeners with a credible guitar-based music format and coverage for music genres that are neglected by other broadcasters in the area outside daytimes. Rockabilly and rare Northern Soul communities are examples of large groups predominately within our 30-60 target audience which feel they are totally unrepresented by local radio. We are already providing these programmes to the local area online which cater for the less mainstream musical interests of our community.
Our secondary listener community is a community of interest in the arts.

The New City of Milton Keynes was established in 1967 with an arts space included within every estate. This goal of an artistic city is at the heart of New City Radio. We are dedicated to this target community, named after the original Master Plan and all the “Founding Principles” of MK so we will give regular publicity to real local art and culture events, not just the touring shows at the major theatre.

We believe we would be the only radio station in Milton Keynes which has volunteers from learning & development and teaching backgrounds, working alongside experienced radio professionals and new volunteers from fringe groups within MK and this will enables us to make truly diverse and cultural programmes that cater for our audience’s tastes and interests.

The arts in Milton Keynes are integral to the city’s success as a new town and place that welcomes and excites people to live, work and visit. The arts have been built into the fabric of MK through the vision of the Milton Keynes Development Corporation which placed artists in communities, secured community buildings as arts venues and commissioned public art as development took place. Source: MK Council Arts Strategy

**D:** 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:**

NCR is not like any other station in Milton Keynes and offers a professional, intelligent alternative to pop music and as an outlet for diversity through culture and the arts.

HEART - Heart FM 4 Counties has at least 17 hours a day of their output comprising of networked programming from London, little dedicated speech output and sparse coverage of local charities and
New City Radio community radio licence application form

Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for ‘social gain,’ is one of the key factors that makes community radio stations different from other radio services. Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer. Your draft ‘key commitments’ (later in this form) should include a summary of your proposed social gain set out below.

Answer in fewer than 1,500 words:

### Social gain

<table>
<thead>
<tr>
<th>Social gain</th>
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| Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for ‘social gain,’ is one of the key factors that makes community radio stations different from other radio services. Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer. Your draft ‘key commitments’ (later in this form) should include a summary of your proposed social gain set out below. | Broadcasting legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain. The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –
(a) the provision of a radio service to individuals who are otherwise underserved by such services,  
(b) the facilitation of discussion and the expression of opinion,  
(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and  
(d) the better understanding of the particular... |
community and the strengthening of links within it. Social gain may also include the achievement of other objectives of a social nature. Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.

Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.

We are already broadcasting important programmes made independently by individuals and groups from the region on issues in their community and this is something we will continue to do. We always encourage all points of view and suggest solutions with help from our community partners and friends. We provide professional radio training, support and the resources necessary to enable the local community to create fantastic programmes.

New City Radio belongs to the cultured people of Milton Keynes as it is a true reflection of their views, wants and needs. We believe this approach is our greatest strength. It makes us different from any other radio station because we do not see ourselves as in competition (as our output is unique), and we provide lasting long-term social gain for our communities as we are aligned with the Master Plan for Milton Keynes.

NCR wants to bring all diverse communities together through art and culture by training all our volunteers to respect our core principles:

- To adhere to our Diversity and Inclusion Policy
- Ensure all content is fair and balanced
- Ensure our content never discriminates
- Understand that a community radio station is owned by the whole community and not just the presenters/volunteers

The key benefits we will provide to our community are:

- Art and Culture reach all aspects of the community regardless of age, gender, race, religion, or disability. Every citizen of MK can come together with our commitment to the community. Our radio station is built by a diverse group of volunteers from many diverse communities and we welcome all to join us. Our commitment is to bringing art projects to the forefront and publicising local cultural events. Examples of social gain include:
  - Commitment to food festivals and local producers of artisan food. We have supported the Big Olney Food Festival since 2015, MXMK Food Fest since 2014 and The Frost Garden Centre Chilli Festival since 2013. We support local farmers, street food and food festivals as part of the multi-cultural mix of Milton Keynes.
  - Milton Keynes Art Week – we worked with Arts Gateway MK to support their great annual event. This event features open art studios, art trails and performances over a nine day period. As the only radio media partner our listeners were able to plan for and keep up with all the events.
  - MK Lit Fest. The first annual Milton Keynes Literature Festival took place in September 2017 with our presenters taking part in performances.
  - Our commitment to dance organisations for the old and young. Currently we provide music and an outlet to people from the Swing Dance and RocknRoll communities. RocknRoll Dancing is fantastic exercise for people of all ages but is especially beneficial to the over 40s who often have dance as their main form of exercise. We have plans to broadcast live from dance events in 2018.

- We have a very close association with the Joint Civil Aid Corps (JCAC) and our studio shares their building. JCAC is a ‘community resilience body’ which trains citizens in search and rescue techniques and various support roles to provide a fully operational and disciplined body that can

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1 See Article 2(3) of the Community Radio Order 2004 and Ofcom’s Notes of guidance for community radio applicants and licensees.
support our communities and the emergency services. As a civil aid organisation, they look to draw volunteers from all walks of life with cadets starting at the age of 12 and adult leaders, instructors and volunteers from 18 and over.

- Alongside JCAC we will work with a number of local schools in Milton Keynes (e.g. Lord Grey School) to give the opportunity to their students to build upon the academic work done at school and give many unique skills and opportunities to their students.
- We will work with JCAC to assist Parishes in larger projects, such as carnivals, festivals and other events where marshalling and first aid support, etc., is needed or just to clear large areas of waste land alongside the benefits of radio coverage to publicise their events or deliver community messages.
- We also assist Action 4 Youth which is an established, energetic youth charity who provides positive, often transformational experiences and activities which inspire children and young people. They enable young people of all abilities and disabilities to learn to challenge themselves and work with others - learning what they can achieve rather than what they can’t. Our broadcast coverage will enable them to build their profile, reach new adult volunteers as well as fundraising.

- It is vital that we are accountable and contactable to our audience at all times and we are in constant close contact with our listeners via social media, face to face at events and through our smartphone app. We are always seeking listener feedback on our output and content for our programming. This radio station was built by the need for an alternative to the mainstream community.

- Training and Education – As the only station in MK with a Certified Learning and Development specialist within the organisation we will take training very seriously and will support all volunteers vigorously. Once established on FM we will provide social gain for would-be presenters and engineers who will be professionally trained to assist the existing team. We intent to provide:
  - Volunteer training for all new and existing community members who would like to participate in our programmes covering Radio Presenting, Journalism, Audio Production and AV technical.
  - Work Experience for local students who are studying music or arts subjects. We are available for local schools to use for their work experience programmes.

- Our connection to the arts community means we can have spoken word, art displays, food markets and other performances in our venue. This provides a valuable free outlet to the arts community.

- Our sustainability policy is unlike any other radio station we are aware of. Our studio was built on the ethos of recycling and remanufacturing as many of the pieces of technical equipment as possible. Also, with our plan to be an FM station we have a commitment to minimise the use of leaflets and flyers to promote the station. With our popular Smart Phone App and website we will use more environmentally friendly ways to reach the community.

- Charity and community groups/events in MK have reached out to us and we hope to be able to give them more support by being on FM. We are a fully inclusive community service and wish to work with all local charities as part of our service.
  - Our track record and the links we’ve built with the many good causes since our inception demonstrate how we have already forged close ties in this community but we want to go further and reach many new local charities and provide support.
  - Being on air full time would enable us to give better support to our partner charities (JCAC, CitizensMK, Westbury Arts Centre, MK Gallery, MK ARTS Central, Action 4 Youth…)
  - Community events would also benefit from free publicity on NCR and practical assistance at the event. We have already supported the Chilli Festival, Big Olney Food Fest, MXMK, Lit Fest, MK Arts Week and others by hosting music stages, selling raffle tickets, interviewing participants, broadcasting live through smart phones and provide comperes free of charge for all local events.

- We will support local grassroots sports teams and their fans with coverage, information and profile building.
- We would also offer benefits to local small businesses with:
- Affordable advertising opportunities
- Free outside broadcasts for partner businesses with an arts focus
- Encouraging people to support all small local businesses and supporting local trader associations and initiatives

"Hi. I'm Polish and I live in UK 12 years in MK. I'm happy we have New City radio and can't wait to listen to them on FM. I drive a lot so will be easy for me just turn my best radio station in my car radio. It's my kind of music, lovely radio presenters with good voices and local information. Good luck guys!" K Nowak, Local Resident

"I love the music they play, and have attended an open mic event which I would not have known about if they had not mentioned it on air." A Wisniewska, Local Resident

"Your link up with local charities and arts groups deserves much credit. As a local company that operates within Milton Keynes, I look forward to being able to receive New City Radio on FM." J Murphy, Group IT Manager and Local Resident

Access and participation:

<table>
<thead>
<tr>
<th>6. Participation in the service</th>
<th>Guidance Notes</th>
</tr>
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<tbody>
<tr>
<td>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?</td>
<td>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.</td>
</tr>
<tr>
<td>Your draft ‘key commitments’ (later in this form) should include a summary of your proposed participation objectives as set out below.</td>
<td>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?</td>
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</tbody>
</table>

Answer in fewer than 400 words:

New City Radio relies on the involvement of members of our target community in all aspects of the running of the radio station and volunteers have the opportunity to take on editorial and management responsibility when we they have gained sufficient training. We will always welcome new volunteers subject to normal safety checks.

Our central location at a regenerated historical building The Point is within the shopping centre, next to the bus depot with ample parking nearby. This allows us to have an ‘Open Door’ visible presence at the heart of our community.

By its very nature this location attracts a large number of people, many of whom have popped in and been part of the broadcasts through dedications, short interviews or tours. We are planning to have live music on the weekends in our studio which will attract families who come shopping. We are immensely proud of our ‘Open Door’ interaction and this will continue as New City Radio moves toward the European Capital of Culture Bid. Not everyone is able to visit our studios directly, due to mobility issues, work or time constraints which is why we created the NCR Loudspeaker. This unique software means anyone with a smartphone; PC or Mac can contribute on air to features or even comment on something they’ve heard. We see the Loudspeaker as the modern day ‘neighbourhood reporter’ and our listeners will be able to use it to interact with the community, arts scene, local sports teams or chat about local issues.

Our training academy will initially offer four courses annually, but we expect this number to grow as demand and resources permit. The academy will cover radio presentation basics, studio operation, editing and media law. We will aim to recruit 16 volunteers annually through this process. Recruitment for the academy will be promoted on-air, through local websites and press. With our studios being so accessible and spacious we believe we can accommodate all large groups if necessary.

Volunteers will be invited to attend regular meetings through which they will be able to contribute ideas and comment on our output. Our Directors are part of the community and we welcome volunteers to apply for Director roles whenever an opportunity arises.

Our community will also be able to contribute and critique New City Radio through our listener panel.
meetings and annual survey, website, Smart Phone applications, dedicated phone line or **Loudspeaker**.

### 7. Access to facilities and training

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.

**Answer in fewer than 400 words:**

Our training academy will offer a minimum of four courses every year. The 2.5 hour sessions will take place over four weeks at our studio. The academy will cover the basics in radio presentation, studio operation and editing & media law. Successful applicants, who demonstrate a reasonable level of competency, will be invited to become volunteer presenters.

Once volunteers have successfully completed the basic course, we will assist them to develop specialist shows around their interests and provide bespoke one on one personal development. This process will be as diverse as our specialist output which will range from Hard Rock programmes to speech based or Polish programmes depending on the interests of those who pass through our academy. Courses will be offered at a cost of £100. (This fee will cover our training and running costs). Courses for Under 18s, students and those of state pension age or disability will be offered FREE of charge.

- Further course development is planned for years 2 and 4 on the subjects of news gathering techniques and interviewing, depending on resource availability and community interest.
- Volunteers will gain the experience of attending regular meetings through which they will be able to contribute ideas and comment on output.
- Volunteers will gain social skills by be invited to our regular social gatherings promoting cohesion within the station and will also be invited to attend community events and promote the Arts in MK.
- Our aim in year 2 is to install a live music facility specifically for training and community gatherings.

**New City Open mornings:** This monthly initiative is targeted, although not exclusively, at retired people within our community. They will be invited to visit our studio, meet with our General Manager, receive training and an explanation of our **Loudspeaker**, contribute ideas, content and afterwards visit the shopping centre outside our studio as a group where they’ll be able to socialise (and we hope to strike up new friendships with other likeminded people in our community).

We will offer regular training (where necessary) to all interested parties who wish to contribute via **the Loudspeaker**.

Our studio, as with The Point CMK, will comply with all relevant legislation, on accessibility for disabled people.

Our ‘Open Door’ policy means anyone can wander into our studios and meet the presenter during opening hours. All are welcome at New City Radio.

### Ensuring accountability:

#### 8. Accountability

**Guidance Notes**

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...
New City Radio has always been proactive in ensuring we are accountable to the Milton Keynes community. We have an accountability policy which is published on our website and is summarised here.

New City Radio’s management team is overseen by our Board of Directors and they will meet regularly with our Community Liaison Representative to consider issues raised by members of the public and decide on appropriate courses of action with the outcome reported back to the person who raised the issue.

There are several methods for the public to raise issues:

People within our community will be able to make direct contact with us through the following informal means:

- Our ‘Open Door’ studio at The Point CMK
- MK Gallery suggestion box
- Westbury Arts Centre suggestion box
- Our Website via a suggestion/comment form
- The New City Radio Loudspeaker
- Telephone and email
- Social Media
- Our iPhone/Android Application

We accept that formal means of comment, criticism and a method to complain are occasionally necessary which is why we have developed the following approach:

From the outset we will establish an independent Community Liaison Representative who will feedback to and steer our Board of Directors. This person will be responsible for fielding complaints and criticisms of our output. When necessary they will meet with the complainant directly and filter feedback to management of New City Radio. This person will oversee our annual community survey and open community meetings. This person will be a prominent member of the community with experience in community organisations or a charitable background. This person will be independent of the New City Radio management and volunteer team.

The role of our Community Liaison Representative will be recruited and promoted on-air.

Our website will outline details of how listeners can contribute ideas and criticisms. The Community Liaison Representative’s contact details will be clearly visible.

On our first anniversary and every twelve months thereafter, we will conduct a survey to gauge the community’s thoughts and criticisms of our output. The results will be published on our website and will be used to help us further develop strands of programming, features and interaction in and within our community.

The annual survey will be accompanied by an annual open meeting, organised by our Community Liaison Representative to solicit views and feedback from the community. It will take place in Milton Keynes, Wolverton or Olney, alternating every 12 months. This will be promoted on-air and via our website.

Our management team will meet monthly to discuss feedback, comments, suggestions or complaints. **Quarterly Board Meetings** will also ensure we are across all issues.

New City Radio has various policies which are published and available for the public including:

- Equality and Diversity Policy
- Open Door Policy
- Complaints Procedure
Guidance notes: station’s draft key commitments

Please draft the Key Commitments for your proposed service. There is a blank key commitments template overleaf. If your organisation is awarded a licence, the key commitments you draft here will be included in your licence. (Please note: Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals).

Your draft Key Commitments should be consistent with, and, where appropriate, summarise the answers you have already given in 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 one page long.

KEY COMMITMENTS: to be completed by the applicant [Guidance is given in italics.]

<table>
<thead>
<tr>
<th>Station name</th>
<th>New City Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licence area</td>
<td>The full Borough of Milton Keynes to include the urban areas of Bletchley, Newport Pagnell, Stoney Stratford and Wolverton as well as the rural areas of Hanslope Park, Sherington and Olney.</td>
</tr>
</tbody>
</table>

Description of character of service [Describe in no more than 80 words in total]:

New City Radio will predominantly serve the 30-60 year olds who commute to or live in Milton Keynes and the surrounding areas with a particular focus on Arts and Culture. Music will be credible, guitar based popular music with specialist genres outside daytime hours and relevant local community information and speech. The station will also link communities together through art, music and spoken word.

The service broadcasts: [these bullet points should be a summary of the answers you have given in section 4 of this form]:

- Music. The main types of music broadcast over the course of each week are: primarily guitar based popular music from the 60s to the present day with various specialist shows which compliment this format.
- Speech. The main types of speech output broadcast over the course of each week are: opinion, local news, weather and travel bulletins, business news, interviews and discussions on issues of importance to the community plus a dedicated show for the arts.
- Over the course of each week programming is broadcast in English initially but may feature programming in other languages spoken by members of our target community in the future (e.g. Polish or Afrikaans).
- The service provides original output for a minimum of 18 hours per day with all output being produced by volunteers.
- The service provides locally-produced output for a minimum of 10 hours per day, with a minimum of 8 hours on weekends. Core programmes are made locally by people from the community of Milton Keynes.

[The text below is included in the Key Commitments in all community radio licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments]

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for
the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- The facilitation of discussion and the expression of opinion,
- The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- The better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[Please note: If awarded a licence, the key commitments you draft here will be included in your licence. However, Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals.]

**About your organisation:**

<table>
<thead>
<tr>
<th>9. Company details</th>
<th>Guidance Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The legislation requires that:</strong></td>
<td>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate). Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence. We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</td>
</tr>
<tr>
<td>- 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</td>
<td></td>
</tr>
<tr>
<td>- 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</td>
<td></td>
</tr>
<tr>
<td><strong>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate.</strong></td>
<td><strong>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate). Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence. We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</strong></td>
</tr>
<tr>
<td><strong>Company (or other body corporate) name:</strong></td>
<td><strong>Community Radio Milton Keynes Limited</strong></td>
</tr>
<tr>
<td><strong>Date of registration:</strong></td>
<td><strong>20/10/2017</strong></td>
</tr>
<tr>
<td><strong>Company registration number:</strong></td>
<td><strong>11023137</strong></td>
</tr>
<tr>
<td><strong>Type of company (or other body corporate):</strong></td>
<td><strong>Limited by Guarantee</strong></td>
</tr>
<tr>
<td><strong>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</strong></td>
<td>N/A</td>
</tr>
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<table>
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<tr>
<th>10. Ownership</th>
<th>Guidance Notes</th>
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<tbody>
<tr>
<td><strong>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)</strong></td>
<td><strong>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</strong></td>
</tr>
<tr>
<td><strong>O</strong></td>
<td><strong>Corporation</strong></td>
</tr>
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</table>
The information provided must include:

- all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so). (You will also be asked about the board of directors in 11 & 12 below.)
- details of any individual, company or other body that may exert control over the applicant.

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.

Community Radio Milton Keynes trading as New City Radio is a not for profit limited by guarantee company and is controlled by the board of directors but is owned by its members. Any volunteer is eligible to become a member of the board of directors and will be appointed by mutual agreement and the needs of the station. All board members have equal voting rights.

### Ability to maintain the service:

#### 11. Management and operations

<table>
<thead>
<tr>
<th>Guidance Notes</th>
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<tbody>
<tr>
<td>With regard to the applicant please provide:</td>
</tr>
<tr>
<td>- A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors’ details).</td>
</tr>
<tr>
<td>- An indication of management structure (e.g. management committee or equivalent, if applicable), and/or</td>
</tr>
<tr>
<td>- 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).</td>
</tr>
</tbody>
</table>

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.

Nicholas Hunt (General Manager/Director)
- Responsibility for the strategic operation of the station, programming, representing the station in the community, developing new partnerships, and chairing the Board of Directors.

Colin Hanslip (Technical Manager/Director)
- Responsibility for maintaining the transmission and streaming of the service and other technical infrastructure as well and programming.

Millie East (Learning and Development Manager/Director)
- Recruitment, training and development of presenters, and reviewing their performance. Devising new programming aligned with our objectives, and to attract and retain audiences.

Other activities such as Branding, Marketing (e.g. posters, leaflets, merchandising), PR, Events and Funding Applications are a shared responsibility and are discussed at the Management Meetings and assigned for action.

Currently, all roles are voluntary and this is the contingency in the event that the business cannot sustain paid staff, however we are confident that we will be able to offer a salary to the General Manager and all who work full time.

#### 12. Management and operations

<table>
<thead>
<tr>
<th>Guidance Notes</th>
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<tbody>
<tr>
<td>Please provide information regarding each director as set out below (some or all of which may be regarded</td>
</tr>
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</table>

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
New City Radio community radio licence application form

<table>
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<tr>
<th>as confidential).</th>
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<tbody>
<tr>
<td>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</td>
</tr>
<tr>
<td>Answer (for each director):</td>
</tr>
<tr>
<td><strong>the publicly available copy of this application form.</strong> (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 <a href="mailto:community.radio@ofcom.org.uk">community.radio@ofcom.org.uk</a>).</td>
</tr>
</tbody>
</table>

**Directors:**

**Nicholas Hunt (General Manager - Chair)**

Employment: Competency Manager

Other directorships: None

Relevant experience or qualifications:

- Media Arts/Broadcasting Bachelor’s Degree [...],
- California Radio Academy Graduate "Honours [...],

Nicholas is a former professional radio journalist who brings over 25 years of international experience of working in large radio markets and managing projects for national companies. Nicholas started his radio career as an intern for KOME in San Jose and then worked for many station in the San Francisco Bay area for the next ten year including KCRK and Shadow Broadcasting. In 1996, Nicholas became Programme Controller at KATD and managed a major format change.

Since arriving in the UK he has contributed to BBC Three Counties and other local stations and is the compere at the Big Olney Food Festival, Frosts Chilli Festival, MXMK and other local community events.

Nicholas is an AMPM Certified Project Manager and PRINCE2 practitioner and has managed national private and public sector projects and competence management systems. He uses both his radio and project management experience to Chair New City Radio.

**Colin Hanslip (Technical Manager)**

Employment: Business Improvement Specialist

Other directorships: None

Relevant experience or qualifications:

- Colin has vast knowledge and professional experience of all things radio including detailed technical knowledge of broadcast systems and studio facilities.

Colin started his radio career at Southampton University and worked for Radio Glen until 1995. During this time he worked with Radio Cracker, SUR FM and Skyline FM in Southampton helping them with RSLs and to obtain an FM Licence. Colin joined MAX FM in 1995 as part of the management team and on the local cable TV network where he presented the weekday breakfast show. He later joined Panic FM in Gosport and Digi-Radio.com, an online radio station, where he was Programme Manager. In 2006 he helped set up Skyline Radio in Hedge End, providing the studios, computers, website and full technical support. Colin also presents “The Chill Factor” programme which is now heard on over 100 radio stations worldwide.

Colin has built the New City Radio studio following our sustainable policy to use previously owned and remanufactured equipment whenever possible.

**Millie East (Learning and Development Manager)**

Employment: Learning and Development Specialist

Other directorships: None

Relevant experience or qualifications:

- TAP Training Delivery Skills Certificate/accreditation 2010
- Certified Professional in Learning and Performance (CPLP)

Millie joined New City Radio in 2016 and brought a wealth of training knowledge and experience to
the organisation. Before becoming a Learning and Development Specialist she was a Primary School Teacher and Deputy Head Teacher in Warwick.

In addition to NCR, Millie is a Sentinel Competence Specialist within Network Rail National Training and manages the competence verification process for all track workers in the UK. She is a Certified Professional in Learning and Performance and will oversee all aspects of our training and coaching programmes or academies.

One of our main goals is to have the same professional output for all of our volunteers. With Millie, NCR is the only station in Milton Keynes with dedicated or qualified training professional and is ready to welcome all members of the community to our station.

**Other Management Roles:**

(Station Manager) *CONFIDENTIAL (CURRENTLY IN EMPLOYMENT ELSEWHERE)*

(Programming Consultant, voluntary) *CONFIDENTIAL*

**Andy Hollinshead (Social Media Manager and presenter, voluntary)**

Andy is a proven local presenter who spent 5 years at MKFM with his popular Sunday Night show. He came to New City Radio last year with the same show and also helps to maintain our social media and local business interfaces.

Relevant experience or qualifications:

Andy started in radio at 16 with Cable Radio Milton Keynes developing shows and programming the output before becoming their Station Manager until 2002. In 1994 he concurrently worked with Chiltern Radio in Dunstable assisting with their technical operations. He is a former Drivetime presenter for CHILL FM and Bedford Live & Direct and was on the management team with Radio Cracker, also in Bedford.

Andy owns and operates Milton Keynes Mobile Disco (www.miltonkeynesmobiledisco.co.uk) and has also written for Wedding Ideas Magazine and top DJ industry magazine Pro Mobile.

**Paul Gray (Secretary, Social Media and Presenter, voluntary)**

Paul came to New City Radio last year as a presenter and secretary - he also helps to maintain our social media interface.

Relevant experience or qualifications:

Paul started as a DJ in the incredible popular California Ballroom in Dunstable during the 1970s and is Milton Keynes most respected and known soul music presenter. His vast experience with music and the Northern Soul scene makes him irreplaceable.

He has a long pedigree having worked for Black Cat Radio, Cambridge City Radio, Affinity DAB Cambridge, Envision Radio Cambridge, MKFM, Decades Radio, Non Stop Oldies Radio, Tulip Radio Spalding, All Oldies Radio-Hit45s and Cannock Chase Radio. Paul can also be heard internationally on Galaxy Radio Spain and more recently on Rock FM Cyprus.

**Lynette Hill (News Editor - Presenter, voluntary)**

Lynette maintains the Loudspeaker show on Sunday Nights and will oversee our news department.

Relevant experience or qualifications:

Lynette has a bachelor’s degree in Journalism […], is a published author and has written for the Washington Post.

She also works tirelessly in fundraising and promoting the MK Lit Fest and Festival of Tolerance.

New City Radio is her first journey into radio but she comes from a very experience storytelling and spoken word background. Lynette is also a member of the MK Arts Gateway and other arts associations in MK.

**Stuart Everett (Events Manager - Presenter, voluntary)**

Stuart is the lead for events and fundraising shows/events for New City Radio.
Relevant experience or qualifications:

Stuart is a home grown presenter and DJ who comes to New City Radio as an events manager and presenter. His rock n roll/ rockabilly show is the most listened to show on New City Radio and has previously worked at Splinterwood Rock n Roll internet radio.

He was granted an amateur radio license by Ofcom in 2008 and organises maintains monthly Rock n Roll events in Milton Keynes while being known as a DJ for national Rock n Roll clubs, all day events and weekenders.

Bill Clark (Trainer and Presenter)

*Bill will work with the Learning and Development team to train our new volunteers.*

Relevant experience or qualifications:

Bill started in hospital radio in Barrow in Furness and in 2006 began presented the late night show on Abbey FM which included musicians in the studio performing acoustically and hosting late night phone ins. He has also worked with Cando FM assisted with their successful FM application in 2014.

He was recognised by an Honorary Membership Award at Radio Lonsdale and his shows can be heard in Spain on Central FM, Costa del Sol and Possada FM.

Katarzyna Pluta (Station Photographer, voluntary)

*Kasia is the station photographer has tremendous links to the Polish communities in and around the region.*

Relevant experience or qualifications:

Kasia is fluent in both Polish and English and is a professional “First Portrait” photographer with Bounty but is also a freelance photographer providing family and group pictures.

She writes articles about life in the UK from a Polish perspective for a Polish website based in Northampton ([www.northamptonpl.com](http://www.northamptonpl.com)).

<table>
<thead>
<tr>
<th>13. Staffing structure</th>
<th>Guidance Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>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.</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Answer in fewer than 400 words, plus organisation chart (optional):</strong></td>
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</table>

Like our door, our organisational structure will be open. It’s designed to be simple and accountable. The board is answerable to the community with our community liaison as the representative.

We intend to employ one full time member of staff but many other voluntary roles exist within our structure as follows:

**Station Manager:** Full time. Reporting to and sitting on the Board of Directors. Responsible for the day to day running of New City Radio. They will present a daily show and will typically be present at our studios from 9am – 5.30pm Monday to Friday. Responsibilities: Overseeing regulatory compliance and key commitments, the team of volunteers (via L&D Manager), ensuring all speech features are produced, packaged and broadcast. They will organise various aspects of community liaison that do not fall within the remit of the Community Liaison officer (eg: Open Mornings and other events). They will field daily sales calls and oversee any part time sales people.

**Assistant Station Manager** – Reporting to the Station Manager and Board of Directors. Part Time (15x hours per week) voluntary (with a view to some remuneration as and when funds are available). Presenter of daily 4-7pm programme. This role includes the management of engineering and all health and safety legislation. This person will deputise for the Station Manager during periods of leave.
**Training Manager** – Reporting to Station Manager and board of directors. Responsibilities include: Produce, schedule and manage music database. Develop specialist music policy with volunteers. Head of the training academy programme, develop our base of volunteers, provide ongoing support and coaching to volunteers.

**Sales Team** - The freelance sales team would work varying hours on a structured commission of 20% of what is sold. Some of the sales team will also work in other roles within the station.

**Volunteer Presenters**: Four slots exist in our typical daily output for volunteer presenters. They will report directly to the Station Manager with support and coaching from L&D Manager.

**Community Liaison Representative**: Responsible for conducting the survey at the annual open meeting and will be appointed from the community.

**Other Volunteer Roles**
- Producers – Varies between 0 and 3 hours a week
- Co-Presenters – Varies between 0 and 3 hours a week
- Reviewers – Varies between 0 and 3 hours a week
- Street Team – Varies between 0 and 3 hours a week
- Technical Team – Varies between 0 and 3 hours a week
- News Team – Varies between 0 and 3 hours a week
- Community Features Team – Varies between 0 and 3 hours a week

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**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:**

New City Radio is a collaboration of many local ex-radio professionals. Nicholas Hunt teamed up with Colin Hanslip to start NCR to bring an alternative to radio in Milton Keynes. The service launched online in late 2015. Since that time many other local DJs and presenters have joined this growing station.

Initially NCR was intended to be an Internet/App station only but it soon became apparent that our service was gaining popularity as a unique offering while other local stations focussed on electronic pop music. Audience surveys confirmed our belief that our target audience is under-served and it became increasingly recognisable that a need existed for the service to be more widely available so it was decided to make an expression of interest in operating an FM community radio licence.

The station formed a bond with the local arts community and reached formal agreements with local arts charities to help publicise events and support artists. NCR received funding from MK Community
Foundation to assist in our sustainable and environmentally friendly plan to broadcast locally. NCR then became part of Milton Keynes plan to bid for the European Capital of Culture.

The station established a long lasting relationship with the JCAC which we now share premises with at The Point. The station has also secured support from fringe music communities such as the Soul, Scooter and Rockabilly clubs. NCR is also preparing to broadcast from the local Swing dancing competitions.

NCR now has a very visible studio within The Point in CMK, has created a very popular local smart phone app for the station and has gained the support of many key members of the community including the backing of local MPs Iain Stewart and Mark Lancaster for a bid for a Community Radio FM licence.

<table>
<thead>
<tr>
<th>B. Please summarise the group’s broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer in fewer than 150 words:</strong></td>
</tr>
<tr>
<td>New City Radio has been broadcasting online since 2015 and many of the specialist shows have become very well established with their target communities already. Although the online service is less ambitious than our full time plans, it has allowed us the opportunity to test the music format with our target audience and gather feedback on the content which has formed the rationale behind our planned service. The NCR management team has extensive broadcasting experience (see Section 12) and have been responsible for coordinating dozens of successful RSL broadcasts between them, as well as managing commercial and community radio stations on FM and DAB and extensive business management experience. New City Radio has an on demand service via Soundcloud and maintains its own smart phone App and website to support broadcasts. NCR can also be heard on the Amazon Echo Device.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer in fewer than 150 words:</strong></td>
</tr>
<tr>
<td>[...]Millie East is an ex school teacher with a long career of learning and development implementer and course designer. She has built organisational training plans and created many training need analysis for large national companies in the private and public sectors. Millie is part of the NCR Board and will oversee all the training and development plans for our volunteers and contributors. Lynette Hill has a bachelor’s degree in Journalism [...], is a published author and has written for the Washington Post. She also works tirelessly in fundraising and promoting the MK Lit Fest and Festival of Tolerance. Kasia Pluta is the station Photographer and a writer for a Polish website based in Northampton (<a href="http://www.northamptonpl.com">www.northamptonpl.com</a>) Kasia writes articles about life in the UK from a Polish perspective.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D. Please summarise the radio broadcasting experience of key individuals in the applicant group (only if not already described above).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Answer in fewer than 150 words:</strong></td>
</tr>
<tr>
<td>Nicholas Hunt studied broadcasting in the United States and started his broadcasting career on College Radio in 1990 and has studied radio management and journalism. Colin Hanslip began his radio career in 1991 and was the technical lead at various stations in the Southampton area. Andy Hollinshead also comes to NCR with vast experience as ex-station manager for Cable radio Milton Keynes and the management team at Radio Cracker in Bedford, Many members of the volunteer team have previous broadcasting experience: Paul Grey brings more international experience to NCR from his time with Rock FM in Cypress and Galaxy Radio Spain. Stuart Everett presents shows with Splinterwood Rock n Roll radio and also promotes and organises</td>
</tr>
</tbody>
</table>
Evidence of demand:

15. Demand and/or support

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

- summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities;
- evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc.;
- results of research;
- summary of support from local politicians, councils, educational or religious bodies etc.;
- summary of support from local business or other sectors;
- evidence of support from your proposed target community.

Answer in fewer than 1,000 words:

New City Radio engaged with the local community from day one. We have received many letters/emails of support and have summarised the main points. Full letters can be found at www.newcityradio.co.uk/letters-of-support/

Support from our local MPs and Milton Keynes Council:

“We would like to offer our support. We are assured that New City Radio would be active in the local community and provide an engaging broadcast offer to many residents across Milton Keynes. Therefore, we wish them the very best of luck with their application.” Mark Lancaster MP (Milton Keynes North) & Iain Stewart MP (Milton Keynes South)

“It is always exciting to support a new radio station giving the local community choice. I understand the station is running free of charge advertisements from HM Government on change for life health care which is a great way of reaching new audiences. I believe this station is worthy of a Licence and I am delighted to support the application.” Councillor Andrew Grant, Cabinet Member for Commercialisation and Transformation

New City Radio is fully supported by the local Arts Community with special links with arts charities including Westbury Arts Centre, MK Gallery and Arts Gateway:

“Your station will support arts organisations throughout Milton Keynes, this is a really important service and we appreciate the effort and commitment that your team at NCR has and this shared ethos to support and enliven our communities helps our organisations work well together” - C Malone, Chair, Westbury Arts Centre

“In the coming year, the city’s cultural infrastructure will attract national attention. MK will submit an application to become the European Capital of Culture 2023. It will be strengthened by a cohesive and connected arts scene in the city, which New City Radio will support. New City Radio will also become an important platform to provide updates about the bid process to local residents.” - K Chadwick, Deputy Director MK Gallery

Supporter from local small businesses, events and festivals:
"I fully support the need for a wider choice of music on MK radio. I am building a community of swing dancers in MK and we would love to hear more early blues, boogiewoogie, jazz and swing." — S Bennett, swingdancemk.com

"I look forward to being able to receive New City Radio on FM and support your application for a community licence. " — P White, owner, Same Day Couriers

"Thank you on behalf of everyone for all your help throughout the [Chilli Festival] weekend… it just wouldn’t be the same without you!" — S Gurnett, Frosts Garden Centre

Community Groups:

"I look forward to working closely with New City Radio as we both support initiatives throughout the communities of Milton Keynes and surrounding areas. The addition of an FM license would be of great benefit in the event of an emergency, but I also feel that the wider community would further benefit from being able to access the station without the need for an internet connection." — C Harmsworth, Chief Officer The Joint Civil Aid Corps

"Citizens:mk looks forward to working with New City Radio in the future to help reach everyone in our diverse and multi-cultural region. We would also like to thank them for their help with our Fight Against Hate Day of Action." — T Bulman, Community Organiser Citizens:mk

Some of the many message of support from our target community:

"It's so important for the community to have an alternative to the typical local radio stations. New City Radio is offering high quality radio for the area, supporting the community, promoting local arts as well as broadcasting good music shows." — J Ragozzino, special need teacher in MK

"I am so glad that NCR plays real music and gives a much needed lift to the arts scene. I hope you get on FM and I can listen in my car on the way to work." — N Ali, Business Change Manager

"I'm impressed to see NCR having a focus on part of the audience which is not currently catered for in an exciting and professional manner." — L Martin, former Chiltern Radio soul show presenter

We feel the following letter of support from “Smart Rockers” Dance School sums up what this radio station would mean to members of the community who are not represented by the current local radio offerings:

"We will be actively promoting your station through our school to encourage new listeners and it would be great if you were able to encourage Ofcom to see the benefit and allocate an FM frequency to increase access to your station." — A and W Smart, owners of Smart Rockers Dance School.

Results from an unbranded survey carried out in Sept 2017 of 605 individuals at Network Rail and Santander (two of the largest employers in MK):

- Gender split was consistent with MK overall (51% female / 49% Male)
- Age ranges were consistent with the working ages of MK (35% 31-40 year olds – 32% 41-50 year olds)
- Rock, Soul and Indie music (58%) are more favorable to 30-60 year old adults than Pop and Dance music (27%).
- Adults in our target community prefer to listen to the internet/Spotify for music (48%) or national radio with only 18% listening to the stations in our local area.
- 52% of people said the music choice put them off listening to the radio.

We feel these results demonstrate that music is a key reason our target community do not listen to local radio stations and that a professional sounding station playing credible, guitar based popular music would be popular with 30 – 60 year olds if combined with relevant local information and intelligent conversation.
Examples of comments from those surveyed:

“There are many people in the community who for one reason or another cannot physically access events and a radio station playing live music will help to connect these people. As MK becomes bigger it will be vital to draw everyone together to maintain our identity.” - Female (41-50)

“Why do all the local radio sound the same, not much choice in that?” - Male (31-40)

Ability to maintain the service – financial information:

16. Pre-launch financial information

In assessing an applicant’s ability to maintain the service we need to know what funds and assets it holds, how much it intends to spend getting the station on-air (pre-launch expenditure), and predicted funding for the pre-launch period. Please note ‘in-kind’ income is dealt with in 18 below.

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

17. Year 1 financial information - income

Please provide information on the predicted income for your first year of broadcasting. N.B. there is a legislative restriction on income from on-air advertising and sponsorship/commercial references (in summary, each station is allowed a ‘fixed revenue allowance’ of £15,000 per year from paid-for advertising and sponsorship; some stations may also be allowed up to 50% of their total relevant income per year (i.e. disregarding the fixed revenue allowance). See the ‘Invitation of applications for community radio licences’ for your region for further information).

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

18. Financial information – in-kind support

Please provide totals that reflect the in-kind support you expect to receive for the pre-launch period, and for year one. You may count some volunteer input as in-kind support – please see our guidance on this [http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/volunteerinput.pdf](http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/volunteerinput.pdf)

Tick this box if you request Ofcom to withhold this information from the public copy of your application.
19. **Year 1 financial information – outgoings**
Please summarise year 1 outgoings – your expected operational expenditure to cover the first 12 months after the service has commenced broadcasting. (Add rows if necessary).

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

20. **Year 1 financial information – commercial activities on air**

☑ 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:*

☑ 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:*

☑ 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:*

☑ 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:*

☑ 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
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/

### 25. Engineering information

<table>
<thead>
<tr>
<th>Waveband:</th>
<th>This application is for an FM licence</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you understand the requirements for FM (VHF) and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Transmission site address:</td>
<td>What is the postal address and post code:</td>
<td>Civic Offices, 1 Saxon Gate, Milton Keynes MK9 3EJ</td>
</tr>
<tr>
<td>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.</td>
<td>SP 85082 39075</td>
<td></td>
</tr>
<tr>
<td>What is the height of the site, in metres, Above Ordnance Datum (AOD)?</td>
<td>115.4 Metres</td>
<td></td>
</tr>
<tr>
<td>National Grid Reference (NGR):</td>
<td>In metres, what is the total height of the mast / building Above Ground level (AGL)?</td>
<td>33 Metres</td>
</tr>
<tr>
<td>What is the height, in metres, of the transmitting antenna AGL?</td>
<td>5 Metres</td>
<td></td>
</tr>
<tr>
<td>Please supply photographs of the transmitter mast / building and aerial location.</td>
<td>X enclosed</td>
<td></td>
</tr>
<tr>
<td>Is this site already used for broadcasting and if so by whom?</td>
<td>Yes, Secklow Sounds (please see Appendix A for Frequency Plan)</td>
<td></td>
</tr>
</tbody>
</table>

**About the site’s dimensions:**

**About the transmission site:**

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 |
| Transmitter mast / building and aerial location. | X enclosed |
| Is this site already used for broadcasting and if so by whom? | Yes, Secklow Sounds (please see Appendix A for Frequency Plan) |

### 26. Public contact details

Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.

| Name: | Nicholas Hunt |
| Email: | Nicholas@newcityradio.co.uk |
| Website: | www.newcityradio.co.uk |
Postal address: New City Radio, Westbury Farm, Foxcovert Road, Milton Keynes, MK5 6AA

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

27. Contact details for Ofcom

Provide the name of the person who will be Ofcom’s primary contact and their contact details:

<table>
<thead>
<tr>
<th>Guidance Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ofcom will need to contact your group in relation to this application.</td>
</tr>
</tbody>
</table>

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.)

<table>
<thead>
<tr>
<th>Activity/involvement</th>
<th>By the applicant and/or a shareholder or member (section 11 of this application form)</th>
<th>By a director (section 12 of this application form)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Local authorities</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>c) Bodies whose objects are wholly or mainly of a religious nature</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>d) An individual who is an officer of a body falling within (c) above</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>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</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>f) An advertising agency or an associate of an advertising agency</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Other interests

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

Answer:

None

Other matters

3. In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom’s judgement as to whether:

(i) the applicant;
(ii) any director of the applicant;
(iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;
may not be considered a ‘fit and proper person’ to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.

**Answer:**

None

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you confirm, to the best of your knowledge and belief, that:</td>
<td></td>
</tr>
<tr>
<td>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);</td>
<td></td>
</tr>
<tr>
<td>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;</td>
<td></td>
</tr>
<tr>
<td>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;</td>
<td></td>
</tr>
<tr>
<td>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</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Additional Documentation</th>
<th>Ticked</th>
</tr>
</thead>
<tbody>
<tr>
<td>√ Memorandum &amp; Articles of Association</td>
<td></td>
</tr>
<tr>
<td>√ Certificate of Incorporation</td>
<td></td>
</tr>
<tr>
<td>√ Application Payment (UK £ 600.00) non-returnable</td>
<td></td>
</tr>
<tr>
<td>√ Photographs of the transmitter mast / building and aerial location.</td>
<td></td>
</tr>
</tbody>
</table>

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.

Nicholas Hunt  
(Name of person)

General Manager  
(Title or position in the applicant group)

18/10/2017  
(Date)

Please return this form and any additional electronic information by email 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.