



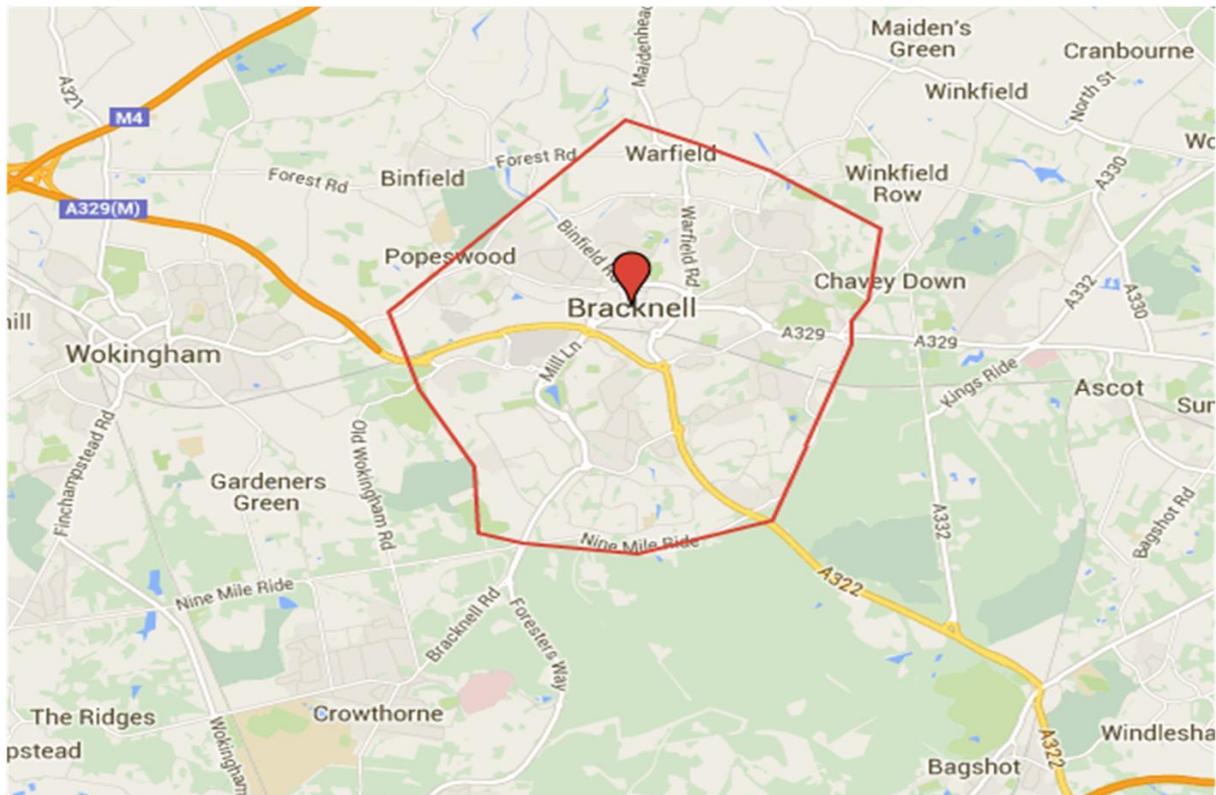
Community radio licence application form

Love FM

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

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

Answer in fewer than 300 words:



The Borough of Bracknell Forest is a Greater London urban area 40 miles from London, with an overall population of roughly 113,000 residents across approximately 11,000 hectares (Office for National Statistics).

Bracknell is a town within the borough of Bracknell Forest, with a population of approximately 72,500 residents comprising 64% of the Borough's total population, across 4,056 hectares. 29% of Bracknell comprises of single occupant households and the town has a large proportion of social housing.

Bracknell was originally built to provide housing for those made homeless by the London bombings during WWII. Bracknell is currently undergoing regeneration to provide more housing and town centre development.

While Love FM will appeal across all demographics, we also aim to serve niche audiences with specific genres such as urban music, eclectic cultural music and factual/insightful/documentary style programming, with different target audiences for different broadcasts.

According to the 2011 Census, 12% of Bracknell Forest Borough residents are 15-24 years of age, and 30% are between 25 and 44 years of age, comprising the largest sector of the population. Less than a quarter are 14 years of age or younger (19%). Just over a quarter are aged between 45-64 years (26%). 11% are pensioners (65+). 95% of residents are White; 4% are of ethnic minority, approximately 50% of which are Asian/Asian-British and approximately 50% Caribbean. 71% of residents are Christian and 6% are of other religions. Over half the population of Bracknell Forest drive to work or are a passenger in a car (56%).

Within Bracknell there are areas of significant social deprivation. In particular these include drug problems, violence and anti social behaviour. Around 2000 adults in Bracknell are registered with the Community Mental Health Team.

3. Proposed area	Guidance Notes
<p>What is the area you propose to serve?</p>	<p><i>It is Ofcom policy that community radio stations usually serve an area of up to a 5 kilometre radius from the transmission site. See 'Coverage and planning policy for analogue radio broadcasting services'.</i></p> <p>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p>
<p>Bracknell is divided into sections. We propose to serve all of the main sections of Bracknell (Warfield, Warfield Harvest Ride, Bullbrook, Great Hollands, Hanworth, Harmanswater, Priestwood & Garth, Crown Wood, Old Bracknell, Wildridings and parts of Binfield) with a 5km radius from the proposed transmission site at Lovelace Road, Bracknell, RG12 8SN.</p> <p>Surrounding villages are part of Bracknell Forest Borough; Crowthorne, Owlsmoor, College Town, Sandhurst and Binfield, but are not in the proposed area to serve. However the official boundaries for Binfield, make this latter area difficult to define. Some parts of Binfield (e.g. Jock's Lane) would fall within the proposed coverage area of Bracknell, but not other parts of Binfield (e.g. Terrace Road South).</p>	

Programmes and programme output:

Definitions:

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

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

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

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

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

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

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

4. Programming output	Guidance Notes
<p>Please fill-in all three questions below</p> <p>Question A asks you to describe your programme service.</p> <p>Question B relates to how your output will serve the tastes and interests of your target community.</p> <p>Question C is about how your service will broaden</p>	<p><i>The law requires applicants to state their proposals for providing a service that would:</i></p> <ul style="list-style-type: none"> <i>(i) cater for the tastes and interests of members of its target community or communities (or for any particular tastes and interests in those communities);</i> <i>(ii) broaden the range of programmes available on non-BBC local services (commercial and community</i>

the range of local (non-BBC) **services** available in your area.

Later in this form you will be asked to draft your own 'key commitments'. This will form the basis of your licence and is what Ofcom will judge you against. It should include a summary of your proposed programme output as set out below and reflect your commitment to cater for relevant tastes and interests, to broaden the range of relevant programmes and services and to provide a service with a distinct nature and content as set out in the Guidance Notes in the column opposite.

stations) to members of the relevant community or communities;

(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and

(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.

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

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

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

4. Programming output

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

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

Answer in fewer than 1,000 words:

Station Overview:

Love FM is an eclectic blend of speech and music programming, appealing across ages with different programmes serving different audiences at different times of the day and week.

The ethos of the station is compassion through music, community and life narrative.

The station is aimed at 16-35 year olds in Bracknell, broadcasting in English, to mainstream and urban music listeners. Although Love FM does not represent any religion, a percentage of broadcasts will express knowledge of different cultures that are present within the town (please see Appendix A for an example of our broadcasting schedule).

Content will be original, locally produced by a mixture of volunteers, professionals, and local Media students, with exception to automated services such as traffic and travel. Radio advert production will be outsourced to a non-local company.

Station ethos

The ethos of the station is to inform, inspire and enrich each listener and station member with the warmth and social benefits of a strong, compassionate, interactive community platform. Listeners can apply to work with the radio station as staff or volunteers, gaining new skills and finding new pathways for future education. Those who attend the Community Interest Company's workshops in compassion-

centred techniques, have a way of continuing application of the skills learned and how compassion functions in real life. In turn this will contribute to the depth and enrichment of the station overall. All members involved in the radio station will receive compassion training. A key aim of the radio station is to deliver consistently professional broadcasts.

Broadcast Schedule & reflection of social gain

Love FM will play urban music (including House, Hip Hop, Breaks, Drum & Bass, Reggae, Funk and Cultural music); mainstream music (pop/rock) and new and unsigned music across different genres, with different broadcasts serving different target communities at different times of the day. The station will have roughly 70/30 music/speech output overall (respectively), aiming to broadcast live programming between 7-11am and 5-11pm during the week; and all day Saturdays and Sundays.

Please find further information about the broadcast themes and reflection of social gain below;

Weekday morning broadcasts

In Year 1, Love FM will have live Presenters during the weekdays between 7am and 11am presenting light discussion, local news, competitions and mainstream music genres. In year one there will be a consistent break in live broadcasts between 11am and 5pm during weekdays, whereby automated jukebox compilation from a collection of artists will be played.

Weekday evening broadcasts

From 5pm until 11pm Mon-Thu, there will be; live broadcasts of a mixture of urban-mainstream music; automated traffic and travel updates at peak travel times; promos of forthcoming broadcasts and generally warming up the listener to more presenter-led music-speech evening broadcasts. In year one, there will be one-two weekly speech-music, narrative-based broadcast (scheduled for 9-11pm). There will also be on-air delivery of the compassion workshop, delivered weekly by the applicant C.I.C on a Tuesday night, with a repeat broadcast on Sunday night. Radio provides a valuable opportunity for a wide number of people to benefit from the work of the CIC Workshops are set around reflection-time music breaks and include email-in q&a from the community. Occasionally the email-in q&a will be replaced by a live discussion-based q&a session with members of the community. Other weekday evening broadcasts aim to increase the profile, inspiration and enthusiasm of local musicians and DJs such as the new music show (local artists and further afield), interviews with local/well known music artists, biography montages of local and well known urban and mainstream artists; sound bites of people involved in A&R at the radio station; and reviews of local artist gigs. DJ & artist competitions will also feature in these types of broadcasts

'New music' broadcasts will include (but not be limited to) unsigned artists from further afield, to give a sense of connecting different communities in other regions or countries together and to reinforce the sense of common humanity that is key to the process of compassion. New music that is local however integrates more strongly the two-way relation between the radio station and the community and so local new music is the preferred majority content for these shows.

From 11pm-7am Mon-Thu, there will be automated jukebox compilation music broadcasts. Jukebox music played after a themed broadcast will be in keeping with the theme (i.e. inspiring and spiritual for Sundays; deep and meaningful for Tuesday evenings; urban eclectic/cultural on Thursdays etc.)

Weekend broadcasting

On Fridays and Saturdays live broadcasts finish later (3am). Friday night and Saturday night broadcasts from 7pm are heavily oriented at urban music listeners across the ages of 16-34. DJ playlists will include uplifting, motivating or meaningful music in the genres of; Progressive House, Urban Dance, Hip Hop, Funk, Drum and Bass (similar to a Radio one/Kiss FM audience).

On Saturdays and Sundays live broadcasts begin later (from 9am) and continue throughout the day aimed at urban-mainstream music listeners. Daytime broadcasts will include some light discussion about the coming weekend's events with emphasis on music, rather than speech output. Philosophically speaking, Friday and Saturday shows parallel a celebration of life.

On Sundays the broadcasting theme will alter slightly to appeal to audiences that enjoy discovery and exploration, relaxation and spiritual themes, reflected through the genres of music and speech-based narrative. Storytime on Sunday nights aims to take the listener on a journey that combines the factual with the creative. This could be personal expression about a photograph the presenter or listener had seen, a new piece of science, something they are currently learning or saw on Facebook; this window is for expression of love of something that the presenter enjoys and wants to share, to be read on-air

as an inspiring or meaningful short story. Competitions would allow members of the community to submit their own short stories. On Sundays, live programming finishes at 11pm and automated jukebox compilation music is played from there.

The broadcasting format will be consistent throughout the week and year.

Please find an example schedule attached with this application (Appendix A).

Automated jukebox compilation music for non-live programs may be repeated through a given time period, although we aim to change these compilations regularly. The on-air compassion workshops delivered weekly will be repeated 1-2 each week. Archives of all broadcasts will be accessible through the website.

B: Based on what you have said above, how will your proposed radio service cater for the tastes and interests of your target community/communities?

Answer in fewer than 400 words:

Weekday mornings will specifically serve the working demographic, with light hearted discussion, news about local events, and traffic and travel. Weekday mornings will broadcast live presented shows from 7-11am. Automated jukebox compilation music will be broadcast at certain points in the day and overnight, delivering a consistent radio station that broadcasts seven days a week, 365 days a year.

Some of our target demographics have a preference for reality Media. These audiences seek insight, learning and factual information, which is catered for by the unique and varied style of our broadcasts. The personable theme of the radio station, its website counterpart for enhanced experience, and the station's compassion ethos, engage with the community in meaningful ways and in ways that drive their current use of modern media.

Intelligent mainstream music listeners have a preference for learning and discussion, which is catered for by evening broadcasts such as on-air compassion workshops, topical discussion broadcasts, music-narrative broadcasts and new music reviews.

Urban music listeners' tastes for Dance-based genres and less commercially well known music, will comprise weekend evening broadcasts. Urban music will also form part of other broadcasts, such as 'new music', music-narrative broadcasts and broadcasts that reflect insight in to other cultures. The broadcasting of music from different parts of the world is a function of the radio station's aim of delivering a wider perspective of life as an ingredient of compassion.

'On the road events' are popular with our younger target community. Love FM events will complement live broadcasts with the aim of enriching and maintaining our community presence and gaining new listeners. There are plans to host an Ompassion Festival, for example.

There is a subtle theme of Desert Island Discs-style programming for some of our evening broadcasts, to serve a range of demographics. This type of broadcast delivers a deeper sense of journeying with the Presenter, instils listeners with a sense of wonder and fulfilment, insight, inspiration and learning, which is desired by media consumers across different demographics.

C: How will your proposed community radio service add to the range of programmes available on non-BBC local services (commercial and community stations) to members of the relevant community or communities, add to the overall range of such services in the area concerned and be different and distinct from them? Please tell us which non-BBC local services your station will overlap with.

Answer in fewer than 400 words:

Overlapping FM stations:

Heart Berkshire (formerly 2-Ten FM) (commercial station). Broadcasts on 102.9FM from Reading. Plays old and new mainstream music to Berkshire and North Hampshire listeners.

Jack FM (Berkshire) (commercial station). Broadcasts from Reading on 107FM. *Jack FM* is an American company delivering automated music to their target age group of 45+. The station features witty comments from the voice of Jack, in between music from the 1960s to 2000s. *Jack FM (Berkshire)* also broadcasts weekly discussion and interview shows aimed at an executive-professional audience.

In contrast, Love FM predominantly serves urban, modern mainstream and intelligent mainstream music listeners with a combination of informative, insightful, and meaningful broadcasts. Distinctive to Love FM is the professional yet community feel that is lost by commercial radio stations serving larger

geographical areas. Few local businesses in Bracknell advertise on existing local, commercial radio given the wide geographical area they cover and the comparatively smaller size of Bracknell.

Community radio in Bracknell Forest Borough

Hug FM, broadcasts on 87.7FM from Sandhurst. Sandhurst is a village outside of Bracknell, approximately 8 miles from the proposed transmission site of Love FM. It is unlikely that our services would overlap. Hug FM specifically caters for secondary school age listeners.

Radio Marmalade is an online community radio station, based in Crowthorne, serving the teenage population, particularly those with disabilities.

In contrast, Love FM serves different demographics to these community stations, in a different part of the Borough with different styles of broadcasts. Love FM caters for niche audiences as well as mainstream music listeners. These listeners include the general employed, unemployed, students, mental health service users etc. Love FM is working closely with a local Housing Association through our compassion workshops, and aims to develop existing relationships with local education providers, to open up new opportunities for young people to work and/or study, and for existing Media students in Bracknell to gain work experience and possible paid employment.

One of the significant differences between Love FM and other community radio services in the Borough, will be the professionalism of live broadcasts and its website counterpart. This website will act as a portal for a wide range of insightful content and free online workshops. The preference of the working community is for FM broadcasts. This is also more attractive to local businesses, whose profiles can be raised more effectively through the prominent presence of FM radio.

Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed social gain set out below.</p>	<p><i>Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.</i></p> <p><i>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <ul style="list-style-type: none"> <i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i> <i>(b) the facilitation of discussion and the expression of opinion,</i> <i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and</i> <i>(d) the better understanding of the particular community and the strengthening of links within it.</i> <p><i>Social gain may also include the achievement of other objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p>

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

	<i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i>
<p>Answer in fewer than 1,500 words:</p> <p>The applicant CIC, Ompassion, deliver free workshops to individuals in the community who are suffering from mental health conditions, and young offenders. Ompassion work mainly with social housing providers and the general public. Our workshops teach valuable life skills in the art and science of compassion (www.ompassion.co.uk). Compassion is well known for its rehabilitative benefits, creating a sense of social unity, common humanity, a better quality of relationship within each person and with other people. Compassion is the tenet of our UK healthcare service (please see <i>Compassion in Practice</i>, published by the CareQuality Commission) as well as many cultural/spiritual philosophies.</p> <p>Benefits of our station to those involved in the running of it</p> <p>The radio station is a way of continuing with the application of skills learned in our compassion workshops, in a structured and supportive way, while providing wider social gain to the local community. It is also a way of providing the Town's many Media students and DJs with a valuable, rare opportunity for professional radio experience as well as creating new employment opportunities in general.</p> <p>The work of the CIC engages young people who may otherwise be in conflict with themselves or other people, to cultivate healthy relationships with the within themselves and with others. These qualities are greatly advanced through contributing to local, creative activities. Instead of taking drugs to escape or feel more fulfilled, or simply feeling isolated and letting life pass them by, the workshops and radio station provide long-term structure, support, compassion, creativity and engagement with learning that are the qualities of life that they are actually seeking. Those attending the workshops will learn about the opportunity to be involved with the radio station to gain new skills, working experience and improve their mental health. Volunteers such as these can discover new interest and potential within various station roles and those who are unemployed have the opportunity to gain working experience. In turn we expect to see increased confidence, life skills, working skills, happiness, and progression in to employment or studying.</p> <p>With a professional backbone to the station, experienced, compassionate DJs, support workers, existing students and radio station staff members, will act as Mentors to volunteers from the CIC workshops, some of whom may lack parental influence in their lives and who will draw strength from the structure and stability of the station.</p> <p>Media students at Bracknell & Wokingham College's media department, and general members of the population within a town that is also home to a thriving Arts Centre, will have the opportunity to gain professional experience in a rare industry. This may also increase their level of attendance at courses of study, given the unique element offered to them through work experience placements at the radio station. Many hospital radio stations that usually operate at an amateur or semi-professional level, no longer offer work experience to students. Love FM provides a professional 'next step' for local learners beyond the end of their course. Opportunities to volunteer or gain employment with the radio station spans a number of roles, including advertising sales, event co-ordination and marketing and would extend to filming, photography, video editing and similar vocations, as we intend to make full use of the impact of imagery on our website.</p> <p>Our website will launch as a hub of factual and insightful content that provides free educational workshops in DJ mixing, music production and compassion-centred skills, competitions, Presenter bios and online streaming of the FM broadcast. As we develop, the website will document our involvement with community events, helping to raise the profiles of other community purposes in the town and increasing the number of work experience opportunities.</p> <p>The radio station will be structured in such a way that volunteers of all experience types will contribute to the ideas of the radio station overall, coming up with ideas for interesting topics that would facilitate debate and discussion in their age group. This is in addition to the radio station's Independent Advisory Board who act as links with our listeners to ensure the radio station continually caters for the preferences of our target community.</p> <p>Benefits of our station to our listeners</p> <p>For the listening community, Love FM creates an informative, unifying and warm space that offers a deeper sense of connectivity between the Presenter and the community of Bracknell. The station cultivates compassion through music, local community events, light discussion, informative</p>	

programmes that connect with, inspire and enrich the listener.

The target listening demographic complements some of the key aims of the station. Experienced, slightly older Presenters (27-34 year olds) will offer substantial contribution of life narrative to specific broadcasts that reflect a level of wisdom and sense of stability that young people may not gain from other young people, or from their family/home environments. Presenters of all ages will be sensitive to this section of our target audience (and volunteers), that is; young people who have struggled emotionally or with mental health conditions in their life.

The CIC applicant's experience, knowledge and credentials in the field of mental health, compassion, science, teaching and speaking make high quality, informative and inspiring broadcast content that would benefit a wide range of listeners and those involved with the station.

The station will be an integration point for individuals in the community, through a focus on common humanity. This is achieved through music, narrative, and congruent topical discussion-based broadcasts that are person-centred expressions of life. This concept offers additional unique ways for listeners to connect with presenters in a real way and provides the audience with a voice as part of the broadcast content.

Some of our broadcasts would naturally be inclusive of different cultures in Bracknell. Through insightful and informative on-air compassion workshops, listeners can discover and appreciate music and knowledge from other cultures, learning about how other cultures might manage mental health and emotional stress and how their culture may contribute to ours. New Music broadcasts may also include eclectic Dance and cultural playlists. Overall, these broadcasts cultivate social and emotional intelligence as well as compassion in the listener.

On-air advertising would also be sensitive to the ethos of the radio station and help to continue its aims of informing, inspiring and enriching the listener. This would be achieved through the selection of advertisers that might include local yoga classes, arts centres, sports clubs, and college courses, but also to businesses in the area (essential to integrating a sense of community across demographics, as listeners get to know 'Jim' from Dominos Pizza in the Highstreet, for example), depending on the target audience for a given broadcast. Regular advertising will also increase the profile of many local businesses and add to the financial robustness of the radio station.

New music broadcasts would also form part of the schedule for aspiring local musicians, producers, classical and acoustic composers, by providing a platform from which they can share and express their own musical narratives. While a given demographic may not usually listen to classical music, when it is someone local and relatable (i.e. working at the same office as they do) there is interest on this level of listening. The popularity of social media evidences this desire for listeners to share their lives in similar ways to gain recognition and discover new interests. This adds to the social gain of the overall community, by inspiring and creating new opportunities for personal expression, learning and development. Storytime on Sundays is a further platform for communities to share their personal love of something, and for the listener to benefit from the authenticity of their experience.

Local businesses will benefit from low cost, local advertising that will boost their profile in the town and add to the sense of community.

Access and participation:

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.</p>	<p><i>Legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>
<p>Answer in fewer than 400 words:</p> <p>The work of the CIC with young people will be the most frequent mode of contact with the 16-24 year old target community. These individuals will learn about and be offered opportunities to take part in the radio station as an extension of the workshops we deliver. Potential roles include everything from</p>	

administration to management, presenting to photography.

Links with local education providers, particularly Bracknell & Wokingham College, and potentially South Hill Park Arts Centre, will promote and encourage participation in the radio station in a variety of roles. Those studying for Media qualifications in particular will have a relatively open route in to gaining unique work experience with a professional radio station. This helps to maintain the level of skilled volunteers who may continue in to paid roles.

Our Executive Committee, will include a media teacher, the senior management of Love FM (Clinton Knight and Amira Sagher), Katie Emma (former media student and mental health service user) and a Youth Worker. The purpose of the Committee is to shape the future direction of the radio station working closely with the Independent Advisory Board.

Local presence at community events, social media marketing, on-air advertising and website promotion of opportunities for the general public to volunteer or become employed by the station during scheduled campaign seasons are other methods that we will use to promote working opportunities.

7. Access to facilities and training

Guidance Notes

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

Ofcom is required by the legislation to have regard to the provision each applicant proposes to make to allow for access by members of the target community to the facilities to be used for the provision of the service and for their training in the use of those facilities.

Your draft 'key commitments' (later in this form) should include a summary of your proposed access and objectives for training people in the use of the facilities as set out below.

Answer in fewer than 400 words:

Love FM will operate in the following ways:

- 1) DJs/Presenters will broadcast their shows from home, using virtual studio software. The station is keen to maintain on-air professionalism and volunteers with no experience of DJing or Presenting will only be offered roles in off-air aspects of the radio station. However these volunteers will be encouraged to take up Media training with local education providers for progression to on-air opportunities. Bracknell & Wokingham College is home to a state of the art media broadcasting suite, while South Hill Park houses significant music facilities for DJ workshops. Our ongoing communication with both establishments is further developing our links as the radio station provides new sources of students while the education providers offer current and potential volunteers and staff with high quality training facilities.
- 2) Links to existing online training workshops (produced by Love FM or elsewhere) will also be made available to new volunteers who already own DJ equipment and wish to learn independently from home. These volunteers may progress to Presenter status without official training rather practiced recorded sessions that are assessed for quality by the A&R team. Volunteers progressing to Presenter status can install the broadcasting software (at no charge) and receive free training in the use of this software.
- 3) Discussion-based shows will be broadcast from mobile studios where relevant. Access to the broadcasting suite at Bracknell & Wokingham College will be for students and key staff members in Year 2/3. Inexperienced volunteers can be part of mobile studio broadcasts assisted by experienced volunteers and work experience students, for basic skill acquisition.
- 4) Roles such as general administration skills (including computer literacy), advertising sales, music journalism, events co-ordination, social media marketing, website design, and biographical writing can be undertaken by volunteers without experience or training in these fields and who can be trained by the current combination of contributors to the station.
- 5) By Year 2/3 we also expect to have our own professional static studio at the office of our CIC or potentially at the offices of Look Ahead Housing Association, to extend the basic server setup. This is in addition to the mobile studio, virtual home-based studios for DJs and Presenters and broadcasting facilities at Bracknell & Wokingham College.

Ensuring accountability:

8. Accountability	Guidance Notes
<p>Please set out your proposed community accountability mechanisms. These should cover matters such as:</p> <p>How will members of your target community:</p> <ul style="list-style-type: none"> • make contact with your service, and • influence the operation of the service? <p>How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.</p>	<p><i>Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics. One is that, in respect of the provision of the service, the provider makes itself accountable to the community (or communities) the service is intended to serve.</i></p> <p><i>Ofcom is required to have regard to the provision each applicant proposes to make in order to ensure its accountability to the relevant community (or communities).</i></p>
<p>Answer in fewer than 500 words:</p> <p>Our Executive Committee, comprising of two senior managers of Love FM, an educational authority representative, a former media student with mental health challenges (KE) and a mental health support worker/Youth worker, will make key decisions to help shape the future of the radio station.</p> <p>Our Independent Advisory Board will comprise of 8 people representing different sectors of the community including local Police, Councillors, Youth Workers, members of the general public within our target demographic, students, mental health service users and industry professionals, who can advise us as to the future direction of the station. Through these links in the community we can learn about current challenges in our community, to sustain up to date insights in to the tastes and preferences of our target audience and to identify opportunities for education and personal development. The information gathered from the Independent Advisory Board bi-annually, will be shared between the Executive Committee members and discussed in view of future decisions about programming content, , educational outcomes, personal development, creation of new roles and volunteer contribution,</p> <p>The radio station will operate an open and well promoted feedback initiative on and off-air, encouraging community views and ideas through email, text and postal contact. The radio station will also create competitions for further creative development of the station and community involvement. Any criticisms from members of the public will be considered by the Directors of the radio station, and responded back to specific members of the community, as well as being raised at Executive Committee meetings.</p>	

Guidance notes: station's draft key commitments

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

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

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

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

KEY COMMITMENTS: to be completed by the applicant

<p>Station name [As in section 1 of this application]</p>	<p>Love FM</p>
<p>Community to be served [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.]</p>	<p>16-34 year old males and females comprising the general working population, mental health service users, students and wider community.</p>

<p>Proposed area [State the proposed coverage area as set out in section 3.]</p>	<p>Bracknell (Warfield, Warfield Harvest Ride, Bullbrook, Great Hollands, Hanworth, Harmanwater, Prestwood & Garth, Crown Wood, Wildridings, and parts of Binfield) with a 5km transmission range from the proposed transmission site at Lovelace Road, Bracknell.</p>
<p>Programming output [This should be a summary of the answer you have given in section 4, in no more than 200 words]</p> <p>The radio station will broadcast 24 hours a day, 7 days per week.</p> <p>100% of the radio station's output will be locally produced (with the exception of some automated programming such as traffic and travel). Automated music compilations played in between live programming will be kept 'fresh' by changing the playlist regularly. We aim to have no fewer than 8 hours of live programming per week.</p> <p>The server studio will be located in Bracknell, within the proposed coverage area. Virtual studios will be based at Presenters' own homes in Bracknell. A mobile studio will operate at different locations within the town for relevant broadcasts. A broadcasting studio for Bracknell & Wokingham College may be used by students undertaking work experience and is located at Bracknell & Wokingham College, Church Road, Bracknell.</p> <p>Live and/or original output: [what are the minimum hours per day or week that the service will broadcast live and/or original output? (content specifically produced for this service (but excluding repeats and automated material).]</p> <p>Locally-made programming: [what proportion of output will be locally-made?]</p> <p>Studio location: [This should be in the proposed coverage area.]</p>	
<p>Social gain [Summarise the answers you have given in section 5.]</p> <ul style="list-style-type: none"> • Continuing application of skills taught on our compassion workshops for mental health service users. • Increasing and sustaining engagement with courses of study delivered by local education providers. • Providing new opportunities to the wider community for learning, personal development, self expression, employment and working experience. • Cultivating social-emotional intelligence in the listener. 	
<p>Participation in the service [Summarise the answer you have given in section 6.]</p> <ul style="list-style-type: none"> • Promotion of opportunities via direct youth contact through workshops, on and off-air promotions for the general public, including community events, social media and online marketing. • Links with local education providers will further promote opportunities with the radio station. 	
<p>Access to facilities and training [Summarise the answer you have given in section 7.]</p> <ul style="list-style-type: none"> • Basic skill acquisition and use of key equipment via mobile studio broadcasts. • Free online training in DJ mixing, music production, use of broadcasting software, general administration (including computer literacy), social media marketing, website design, and factual writing, delivered by experienced volunteers. • Direct links with local education providers offering structured courses of study and professional facilities. 	
<p>Accountability [Summarise the answer you have given in section 8.]</p> <ul style="list-style-type: none"> • Executive Committee members will act as representatives of different sectors of the community to provide feedback and influence for the shaping the direction of the radio station. • Independent Advisory Board and general community feedback will provide additional methods of contact with the radio station, to respond to the needs and suggestions of our target community. 	

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

About your organisation:

9. Company details	Guidance Notes
<p>The legislation requires that:</p> <ul style="list-style-type: none"> Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community 	
<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</p>	<p><i>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
<p>Company (or other body corporate) name: OMpassion C.I.C</p> <p>Date of registration: 30th October 2014</p> <p>Company registration number: 9288826</p> <p>Type of company (or other body corporate): Community Interest Company, Limited by Guarantee</p> <p>Where your body is not a company, explain how it meets the requirement to be a body corporate: N/A</p>	

10. Ownership	Guidance Notes
<p>Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.)</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so). (You will also be asked about the board of directors in 11 & 12 below.) details of any individual, company or other body that may exert control over the applicant. 	<p><i>Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>
<p>The owner and sole Director of OMpassion C.I.C is Amira Sagher, who will also be Managing Director of Love FM.</p>	

There are no third party individuals or organisations exerting control over the application in regards to OMpassion CIC. However Love FM will have its own management structure and Executive Committee. The purpose of the Executive Committee is to oversee and authorise key decisions in the management of the radio station to shape its development, through synonymous agreement between the Committee members.

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). An indication of management structure (e.g. management committee or equivalent, if applicable), and/or Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<ul style="list-style-type: none"> Managing Director, Finance & Business Development Manager: Amira Sagher (voluntary 30hrs/week), Business Development, Finance & Programming Finance & Business Development Manager: Margaret Sagher (voluntary, 15 hour per week) Programming Managers (Amira Sagher, Clinton Knight). Technical Manager & Online Media development: Clinton Knight (experienced online media developer, turned his life around after reading books in prison about compassion) (voluntary, 20 hrs/week). General Manager, DJ workshop trainer, Technician: Chris Wilkie (former mental health in-patient, turned fitness professional and music production degree student) (up to 20 hours per week, voluntary). Executive Committee Board (Amira Sagher; Clinton Knight, member of Bracknell & Wokingham College Media department (tbc; further discussion pending licence approval) (voluntary/part of current paid position at the College); Katie Emma (former Media student and mental health service user; Louise Hilling (Youth Worker at Look Ahead Housing Association) (tbc). Independent Advisory Board (x 8 people) <p>By year 2 we aim to have; additional volunteers assisting with the above and new roles, through our links with Bracknell & Wokingham College; and three members of paid staff employed through government grant schemes, general grants and revenue-funding.</p>	
12. Management and operations	Guidance Notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why) by email to community.radio@ofcom.org.uk.</i></p>
<p>Answer (for each director):</p> <p>Amira Sagher Employment Compassion workshop trainer, Director of OMpassion C.I.C</p>	

Other directorships None

Relevant experience or qualifications

BSc (Hons) (Psychology), MSc (Transpersonal Psychology); Qualified Further Education teacher (PTLLS). Former teacher of Media and in-class Logic Pro Teaching Assistant (music production software). Experienced in mental health care and supported learning for young people with mental health conditions. Experienced in live recording, production of voice-overs, radio jingles, creative, factual and scientific writing, research, press advertising, marketing and business development.

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

Chris Wilkie, Margaret Sagher and Clinton Knight have either managerial experience or experience of self employment.

13. Staffing structure

Guidance Notes

What is the staffing structure of your proposed radio service? Provide a job title for each position and indicate whether the individual will be paid or will work in a voluntary capacity, will be full or part-time (indicate the number of hours for part-time posts). This may be provided as a diagram or organisation chart.

The legislation requires that Ofcom has regard to the applicant's ability to maintain the proposed service (as well as to ensure the applicant is fit and proper to hold the licence). As well as its ownership, management and operations, the proposed staffing of the station is relevant to these considerations.

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

All roles will be voluntary, but the applicant CIC may allocate grant funding money for paid staff roles where necessary or beneficial. By year 2, government grants will be applied for to fund specific full or part time roles within the station.

Part time posts vary between 4 and 20 hours per week. At the lower end of this scale are DJ Workshops trainers, experienced Presenters, Technicians and Executive Committee members. At the higher end of the scale are the Director and Managers. In year 2/3, staff from Bracknell & Wokingham College Media department and student work experience placements will also form part of the staffing structure. Please also see the Organisation Chart in Appendix B

Overall Staff (Year 1)

Amira Sagher = Managing Director, Finance & Business Development.

Clinton Knight = Technical Manager & Online Media development

Chris Wilkie = Broadcast Manager, DJ Workshop Manager

Margaret Sagher = Events co-ordinator, Finance & Business Development Manager

Jonathan M (general volunteer, technician)

Thomas M (general volunteer)

Katie E = young person representative, events co-ordinator + general volunteer.

Lee D = A&R Manager, DJ, DJ Workshop trainer

Darren H = DJ, DJ workshops trainer, Presenter

Tom L (DJ/Presenter)

Paul C = DJ, DJ workshops trainer, A&R

Ian C = general volunteer

Mace M = Live events technical support

Adam S = creative & documentary writing, video editing

Nick S = creative & documentary writing, video editing, online media photography

David M (general volunteer)

Louise H (general volunteer)

Jack K (general volunteer)

Sam P (Journalistic writer, general volunteer)

Shane H (DJ, general volunteer) (tbc)

D Mr Faiz (special guest appearances and marketing volunteer)

By Year 2 we expect to be working closely with Bracknell & Wokingham College. The Principle of the College, C. Christie, is very interested in work experience opportunities for students of their Media department given the professionalism of the proposed radio station's programming and broadcasting. Please see *Appendix B* (page 2) for the structure of this potential involvement of Bracknell & Wokingham College by Year 2/3.

We also have the informal support from youth workers (to be confirmed officially as volunteers at the radio station) at Look Ahead Housing Association.

Although it is unlikely that we would need any additional volunteer support, Bracknell Council run a scheme called *Involve*, whereby staff members are paid by the Council to undertake voluntary work with local charitable organisations that we could make use of if necessary.

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.	<i>Ofcom is required to consider whether an applicant has the ability to run a community radio station for the licence period (up to five years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.</i>
A. Please provide a brief history of your group. Answer in fewer than 300 words:	
<p>Our group consists of experienced business development personnel, a range of experienced technical, broadcasting and Media volunteers, moving image specialists (for the website counterpart of the station), experienced workshops facilitators, professional DJs, and experienced youth workers.</p> <p>Amira Sagher has a background in media, teaching, music production, marketing, business development, mental health, research, and supported learning for young people. Amira Presented on hospital radio at Heatherwood Hospital, Ascot in 1996. She worked on the news team at local press as a voluntary freelance journalist from 1995-1997 before pursuing a career in advertising sales with the Reading Evening Post and the Bracknell News. She has also worked with various local businesses, developing their client base and improving quality. Amira has worked in acute mental health support and has been a Listening volunteer with the Samaritans. She has been a Teacher of Media and music production and is the founder and Director of OMpassion CIC.</p> <p>Clinton Knight is a freelance CCNA (Cisco Networking) certified digital marketing expert. He has worked with online radio and local businesses with extensive knowledge of online advertising and marketing; video marketing; social media and general IT. Clinton has over twenty years experience as a radio and live event DJ. He has extensive knowledge of installing and training online radio broadcasters in Client and Host software; marketing; and website development with extensive audio technical experience. He is currently training as a workshop facilitator to deliver compassion courses to young offenders in Bracknell.</p>	
B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)). Answer in fewer than 150 words:	
<p>Many founding members of the radio station (particularly the DJs) have experience in DJing to live audiences, sound design, technical support, live event recording and professional production of live broadcasts. The group has long-term experience in live recording, production of radio jingles, narrative and journalistic writing experience, and live-audience productions.</p>	
C. Please summarise the relevant experience of the group or its members, in relevant non-broadcast areas (such as third sector, local business, fund-raising, training or education). Answer in fewer than 150 words:	
<p>Amira Sagher has worked with local education providers, the Samaritans and has recognition in her field of science (Transpersonal Psychology). She has experience of teaching, training, fundraising, event organising and development of local businesses. Her philosophical Facebook page (spirit : science) has over 10,000 audience members including well known authors, academics and</p>	

international scientists.

Clinton Knight is currently training as a compassion workshop facilitator for young offenders and has experience of delivering DJ workshops and online courses. Volunteer input from Look Ahead Housing Association, contributes high quality experience of working directly with young people. Many of the DJs have experience of teaching DJing and/or music production.

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

Answer in fewer than 150 words:

Presenting (Amira Sagher)

DJing to live audiences (all of the DJs)

Programming concepts & media writing (Katie E, Sam P, Amira Sagher)

Radio Advertising Jingles, sound design and production (Amira Sagher, Clinton Knight, Chris Wilkie)

Broadcasting (technical) (Clinton Knight, Chris Wilkie, Lee D, Jonathan M, Mace M, all of the DJs).

Online radio broadcasting management (Clinton Knight, Chris Wilkie, Lee Dawes)

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service.</p> <p>This may include a variety of information, for example:</p> <ul style="list-style-type: none"> • summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc; • summary of support from local business or other sectors; • evidence of support from your proposed target community. 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p>Answer in fewer than 1,000 words:</p> <p><i>"Amira's objective is to work closely in partnership with Bracknell & Wokingham College to simultaneously provide the students with an experience of working in the radio industry, as well as developing a community radio platform based on the ethos of compassion....because of the impact that such a radio station could have in my constituency, a local radio station in Bracknell has the potential to act as both a mechanism to foster a community spirit, as well as be a valuable resource for the aspiring youth of Bracknell". (Dr Philip Lee, MP for Bracknell).</i></p> <p><i>"There would be great demand for a local radio station covering Bracknell. Bracknell is now a sufficient size that the news generated and listened to within the town is too much to be reported in depth by the sub regional stations based in Reading. At the moment local community groups struggle to gain airtime, but this situation would be greatly improved by an additional, truly local station."</i> (Richard Thomas, former Conservative Councillor, former UKIP Parliamentary candidate).</p> <p>In a survey of 20 Bracknell people aged between 16 and 34, 17 of the respondents were immediately supportive of a Bracknell radio station and three respondents didn't have an opinion either way. Instead of explaining the concept of compassion to those who were not familiar with it, we instead described the schedules and potential types of broadcasts. Some of our ideas have developed from this initial feedback from different people in the community and includes comments such as;</p>	

"...this would be a really good way of helping us (students) use some of the things we learn at college."

"When you are feeling 'meh' (a slang term for annoyed) and your friends are busy or you don't want to go to them, the radio station will make you feel like someone is always there."

"I would really enjoy hearing music from people I know on the radio."

"I like it that it is only for Bracknell and that you would get to know more about the people on the radio and who work on it."

"I would listen to a good local radio station that was for everyone in Bracknell more than Radio One or Kiss."

Although compassion was not a concept that all the survey participants had existing knowledge of, compassion was the theme of most of their responses.

Research conducted by the applicant in to internet usage (type, volume and temporal flow of traffic) modelled on BBC radio websites, indicated that only a very small percentage of people listen to a radio service through a website, even though the broadcasts are streamed online simultaneously as FM. This suggests that there is something about non-web based broadcasts that listeners prefer.

One member of the target listening community commented *"FM radio has the feel of a live experience more than listening to online radio does."*

Research conducted by the Arts Council reported that while websites are an important feature of any business service, typically it is not the desired mode of experiencing music or live event broadcasts. Websites are important extensions to live music or arts experience, but people across different ages tend to use the internet to gain knowledge or share information. In terms of music, they may visit the website to learn more about a DJ or Presenter, rather than to consume broadcasts.

Feedback from local businesses in the community also supports a professional, prominent FM radio station, as opposed to a wider local radio station such as Heart Berkshire, or online only broadcasts.

"We would be interested in advertising on local radio if it is for mainly people in Bracknell. Newspaper and commercial radio advertising is too expensive for us" (Flying Fish, Bracknell).

"Bracknell is a small town. Small businesses such as ours cannot benefit from radio advertising on Reading radio stations." (Amy, Atollo Hair, Bracknell) (Hairdressers)

Ability to maintain the service – financial information:

16. Pre-launch financial information

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

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

17. Year 1 financial information - income

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

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

18. Financial information – in-kind support

Please provide totals that reflect the in-kind support you expect to receive for the pre-launch period, and for year one. You may count some volunteer input as in-kind support – please see our guidance on this

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

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

19. Year 1 financial information – outgoings

Please summarise year 1 outgoings – your expected operational expenditure to cover the first 12 months after the service has commenced broadcasting. (Add rows if necessary).

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

20. Year 1 financial information – commercial activities on air

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

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

21. Pre-launch financial information - contingency

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

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

22. Year 1 financial information - contingency

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

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

23. Financial information – loans and other borrowings

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

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

24. Financial information – alternative funding streams

If there is a shortfall between income and outgoings, what arrangements have you explored and are in place to provide further financial and/or 'in-kind' support for your proposed service?

If you have any proposals for expanding and/or changing the funding model of your proposed service after the first year of operation, please provide details below:

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

Broadcasting engineering:**Engineering notes**

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

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

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

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

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

25. Engineering information

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

Waveband:	Is the application for an FM licence?	Yes / No
	Is the application for an AM licence?	Yes / No
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i>	Yes / No
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes / No
Transmission site address:	What is the postal address and post code:	Lovelace Road, Bracknell, RG12 8SN
National Grid Reference (NGR):	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html	SU 85221 68380
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	75 Metres
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	44 Metres
	What is the height, in metres, of the transmitting antenna AGL?	1.4m
	Please supply photographs of the transmitter mast / building and aerial location.	<input checked="" type="checkbox"/> Tick if enclosed
About the transmission site:	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	No
Transmission site	Delete as appropriate the yes/no answers which	

availability:	describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes / No
	Provisional agreement with site owner in place?	Yes / No
	Or under negotiation?	Yes / No
	Applicant group owns site?	Yes / No
	Other – please specify.	
<i>(Note: we cannot consider an application if no site has been identified.)</i>		

How to contact you:

26. Public contact details	Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.	<i>Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
Name: Amira Sagher	
Phone: 01344 427 300	
E-mail: amira@ompassion.co.uk	
Website: / www.ompassion.co.uk	

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

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

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

Concluding declaration:

28. Declaration		
APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS		
1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	None	None
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	None	None
c) Bodies whose objects are wholly or mainly of a religious nature	None	None
d) An individual who is an officer of a body falling within (c) above	None	None
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to	None	None

the Broadcasting Act 1990) or a body falling within (b) or (c) above)		
f) An advertising agency or an associate of an advertising agency	None	None
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	None	None
Other interests		
2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)		
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:		
<ul style="list-style-type: none"> (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; 		
<p>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.</p>		
The applicant agrees to notify Ofcom of any matter which might influence their judgement regarding the above points (i)-(iii) congruent with the criteria set out above.		
Do you confirm, to the best of your knowledge and belief, that:		
4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);		
5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;		
6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;		
7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and		
8. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made to Ofcom.		
Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.		
<input checked="" type="checkbox"/> Please tick this box to confirm that the applicant agrees with the above statements.		
Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below:		
<input checked="" type="checkbox"/> Memorandum & Articles of Association		
<input checked="" type="checkbox"/> Certificate of Incorporation		
<input checked="" type="checkbox"/> Application Payment (UK £ 600.00) non-returnable		
<input checked="" type="checkbox"/> Photographs of the transmitter mast / building and aerial location.		

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

Amira Sagher _____ *(Name of person)*

Director, OMpassion CIC _____ *(Title or position in the applicant group)*

October 15 2015 _____ *(Date)*

Please return this form and any additional electronic information by e-mail to:
community.radio@ofcom.org.uk

If there is any paper-based material associated with this application, please send it to:

Community Radio Licensing Team, 5th Floor, Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

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