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

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

East Kent has historically had a large Rock, Folk, Jazz and Blues live Music community, but this is starting to becoming threatened by closure of venues and reduction in its support media such as listing magazines.

Over the last 40 years the traditional pub music scene in London has all but disappeared,although it has proved more resilient in Kent. The pressures on traditional venues are rising, leaving a void for new bands and artists. This has led to an erosion of live music as an art form. The falling away of places to perform has been compounded with the emergence of a computer created Dance Music. Today this more modern form of music, almost completely dominates the commercial pop market.

AM-ROCK will be a community radio station for traditional musicians, who live and or work in the East of Kent region. We will also be opening a "shop window" for them and to the remaining traditional music venues within the area.

By providing this new "shop window" we will commit to serving a community of interest revolving around the players and the audience for modern and classic, non-dance orientated Rock, Blues, Folk and Jazz Music.

Clarification of "Rock": For the purposes of AM-ROCK: The term refers to a form of contemporary music, performed by an artist or artists that produce any sound that can be created by the manipulation of a physical instrument in front of a live audience.

3. Proposed area	Guidance Notes
What is the area you propose to serve?	*It is Ofcom policy that community radio stations usually serve an area of up to a 5 kilometre radius from the transmission site. See 'Coverage and planning policy for analogue radio broadcasting services'.* https://www.ofcom.org.uk/__data/assets/pdf_file/0018/54621/analogue-coverage-policy.pdf

Our ambition is to broadcast to the area known as East Kent, meaning the districts of Thanet, Canterbury and Dover
Thanet District, covers an area of 40 sq miles with a population approaching 140,000 and has an ethnic split of 95.4% white, 1.5% Asian, 1.1% Black and 1.1% Other (2011 census).
Canterbury District covers an area of 119 sq miles with a population approaching 160,000 and has an ethnic split of 93.4% White, 2.2% Asian and 3% other (2011

census).
Dover District covers an area of 122 sq miles and has a population of just under 115,500 and has an ethnic majority of 99.5% White (2011 census).
As a medium wave band proposal we will be asking for an extended 20+ km radius out from our transmission site to facilitate our request to service Canterbury from the NLN mast at Richborough (CT13 9JH)

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	Guidance Notes
Please fill-in all three questions below Question A asks you to <u>describe your programme service.</u> Question B relates to how your output will serve the <u>tastes and interests</u> of your target community. Question C is about how your service will <u>broaden the range of local</u> (non-BBC) <u>services</u> 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.	*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 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

Our vision with AM-ROCK is for a fresh sounding radio station that will consolidate into one point of focus the work of Artists who live and or perform in East Kent. Our music content will include, but not be limited to the following: Contemporary Rock, Blues, Folk, complemented with Country, Soul, Jazz. (descending order) Classical and Spoken Word will also feature.
Restrictions on community radio budgets will inhibit the project from being a full time live radio station. With this in mind, the station will run a considerable amount of time in automatic mode.
The "automatic" sustaining material will be primarily "album sourced" using an unusually large 250 song rotation changing 10% + each week, with local music content (15%+) in that mix.

Weekday Programmes
0600 - 10:00 Breakfast Show .Using our early shift Manager and a guest selected each day from our listeners. The show will contain all the normal Breakfast information including local travel and the main commuter travel routes. Plus local tide times. The guest will be allowed as much input as he or she wishes to give. Every hour will feature a Made In Kent local act
1000 - 1200 Automatic (This will allow the early manager to organise the recording and stacking of specialist music show #1 plus other housekeeping duties)
1200 - 1400 Lunch time round-up with the early and late shift managers. International,National and Local news headlines. Guests making the news can pop in and have a chat. Job spots, what's on, gig guide, community action plus the current and future travel problems.
1400 - 1600 Automatic … (This will allow the late manager start to organise and stack the second specialist show plus other housekeeping duties)
1600- 1800 Drive
1800- 1900 . National, international news (Sky) Focus on what's on, in and around East Kent, the music round up, plus local headlines.
1900 – 2000 Specialist show#1
2000 - 2100 Specialist show#2
2200 – 0600/0800 Automatic

Saturday Programmes
All will be presented live except for **"DFL"** (see key commitments section)
0800 - 1000 Saturday mornings with….
1000 -1200 DFL Vital local information and support for for newcomers to the area.
1200 - 1900 "The Saturday Sport Alternative". This Is our weekly Outside Broadcast coming from a different venue every week. It's our premier entertainment

show with all the local news, artists performing live with phone in lines open. An invitation to all our listeners to come and join in (includes a sports news round up)
1930 - 2200 "Kamikaze Karaoke" Although technically a separate programme, we stay at our chosen venue as we shift focus to the public who wish to sing a song to Kent. We all know that Karaoke is a good laugh, but can our performing public sing a song that has not been practised? (We are looking at this programme with a view to developing it as a network opportunity within community radio).

Sunday
0800 - 1000 Sunday Breakfast
11:00 - 1900 "60+" Radio for the grown up generation with an AOR mix
1800 1900 Senior Citizen News
1900 2100 The Big Band Show
2100 Automatic
NB Please note that the station will be manned with a competent presenter between 0600 and 1900 hrs weekday.
Music to speech output on a weekday will be 85-15.
Music to speech output on Saturday will be 70-30.
Music to speech output on Sunday will be 80-20.
All the programmes will be in English. Should demand from other language groups become notable, we will attempt
Music to speech output on a weekday will be 85-15.

Music to speech output on Saturday will be 70-30.

Music to speech output on Sunday will be 80-20.

All the programmes will be in English. Should demand from other language groups become notable, we will attempt to serve these communities as part of AMR's social Inclusion policy.
All output will be produced locally

Material will not be repeated

B. What is the address of the

The Studio will be in Thanet

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?

The primary target community has no existing radio station. The purpose of AM-ROCK is to give back to the people that play in the local live music scene a sense of community focus, to keep it united with its audience and introduce their work to a wider listening community.
Also in our research we found the wider listening community is under-served for an older style Serious Rock Music Station (especially "progressive rock"), which is extremely popular among the older age groups (see "SEC 15 evidence of demand).

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.

The vast majority of local broadcasting here in Kent has a music policy based on current and historic chart singles. Most of our local and community stations pay lip service to Rock Music. There is a specialist programme once a week on 106.9 SFM

which has a 3 hour Rock Show every Tuesday evening. Many other community stations give less airtime to the genre.

The closest radio station in spirit, to AM-ROCK is the youth orientated college and community radio station for Canterbury, CSR. CSR has a stated audience of 15 - 24 years and this is reflected by a very young sounding music wheel. AM-ROCK will be focused on an older generation, reflecting the more mature musical taste of people between 30 to 60+ years in age.

The Music policy of AM-ROCK will not be in conflict with any Non-BBC Radio stations licensed for proposed East Kent broadcast area.

It should be noted that our use of the term "Rock" in our chosen radio station name refers to a wide genre of modern beat based pop music. To avoid any format clashes we will tend to avoid using obvious turntable standards in our output.

We will heavily promote the works of local artists mixing in their material with already commercial examples of similar music.

Social gain

5. Social gain	Guidance Notes
Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services. Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer. Your draft 'key commitments' (later in this form) should include a summary of your proposed social gain set out below.	*Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.* *The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –* *(a) the provision of a radio service to individuals who are otherwise underserved by such services,* *(b) the facilitation of discussion and the expression of opinion,* *(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and* *(d) the better understanding of the particular community and the strengthening of links within it.* *Social gain may also include the achievement of other objectives of a social nature.[1]* *Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.* *Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.*
Live Performance is the fastest growing part of the British music scene with famous bands, artists and comedians being able to fill the largest of stadiums. At this level the connection between promotion and consumer is understood and works well. But over the last 15 or so years there has become a disconnection between the	

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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.

performer and fans at a local level, that needs to be addressed. This seems to be due to a lack of cohesion on the information side (as we show evidence of in our community support section)

We hope to repair this disconnect by becoming the social hub to "live" musicians working in our service area by providing a much needed shop window for live Rock, Blues, Folk and Jazz Music. We will work with the venues consolidating what is left of the traditional music scene in East Kent. Giving support to the providers and customers for live music.

Although this is a community project it is important to say that it is not our intention to look inwards such as for instance a trade magazine would. Performance artists need to find and connect with a wider public, so for our listeners outside of the primary community, we offer a radio station based on Rock Music different in character to that which already exist.

Supporting evidence from ukmusic
http://www.ukmusic.org/assets/general/Measuring_Music_2015.pdf

This will lead to an on-air mix very different from the generic commercial radio product. This will be helped by our community radio status being less reliant upon the need for high audience figures.

We are expecting to see internet radio and interactive services becoming more prevalent, so we will design our complimentary web site(www.amradio.uk) to be fully interactive. We will also give all the participating bands and venues space to promote themselves and their product(s) in whatever way they wish.

Inclusion is also high on our agenda "DFL" is a program aimed at newcomers to the area. We know that migration to a new area is tough. Often people will have little help from community services and in many cases no Family support. We are expecting this programme to be difficult to produce. It's not something we commit to without being aware of how much of the station's time and resources it will take. DFL is an important programme and will form part of our key commitments. It is provisionally being given a two hour prime time Saturday slot, this can be expanded should we feel there is sufficient demand to do so. (supporting evidence Dave Fuller "Down From London" Producer).

AM-ROCK will commission no less the 10 focused speciality programmes per week, using local experts in their own

particular field of music. Further to this we will take on local Writers and Researchers to make Radio Documentaries. The first of which is already being researched and will tell the story of Radio Broadcasting. The skills needed for this will form part of our Training Portfolio scheme

Our flagship scheme will be called The Radio Training Portfolio. The scheme will be open to all staff and cover all aspects of Radio Broadcasting. As an evidence based system it will have no pass or fail but each module will be assessed by senior station staff. When a staff member moves on to another station he/she will be able to take it with them as evidence of their experience. The portfolio will be offered out to other community radio stations as a template for similar training schemes. We hope eventually it can be adopted as a community radio training standard.

The majority of our staff will be local people and all will be trained to modern industry standards.

One of the ways listener access is provided will be an "open studio" programme. This will be at the weekend with a portfolio based training scheme for any employee or volunteer wishing to participate.

Access and participation:

6. Participation in the service	Guidance Notes
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? Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.	*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.* *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?*

We recognise the need for social inclusion as a key commitment in our concept. So the project has been set up with this as a founding principle. The core management at AM-ROCK will be fixed. The Management of the station will oversee the employment and day-to-day running, by both broadcasting and administration volunteers, who will be working on a cooperative basis. The volunteer team will create the programmes and be responsible for the day to day running of the station. The fixed management will direct the radio stations output and also control and undertake assessment of the radio stations in house training scheme.

Our primary target audience is the working musician and it is our expectation that, as acknowledged experts in their own musical journey, they can provide the 10 one hour specialist shows per week.

On a weekly basis we will expect to be using in the region of 30 (+10) volunteers. It has been noted with other community radio stations, that the team settles down as a tight working unit after time, so the churn is expected to be low. We will not be placing a time limit to how long a volunteer can work for the station.

The radio station will be regulated by Ofcom.

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

Starting with the concept of total access we need to find ways to regulate it.

Our studios will be open-access to anybody who wishes some airtime from within our specified community. That access will be governed by air time slots using a journalistic judgement by the duty producer. This will include any live sets our music community wishes to use as a promotional tool.

Businesses that operate within our community definition will also be allowed airtime slots for business opportunities, as in, for instance, "Music Company A" wanting to tell the community about a new Instrument. or a New PA product. Managers, publishers and the local pluggers with new material, will also be given air time. Venues will be invited in to preview the gigs and events they will be promoting. We expect most of our specialist shows will be produced by members of our community.

We will give airtime to local lobby groups and other similar activists.

The list is not exhaustive and access air is expected to be at the discretion of the duty manager

Ensuring accountability:

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

AM-ROCK is to have a fully complementary web site at www.amrock.uk.This will contain information on all aspects of the station. Naturally we don't want any complaint elevated to Ofcom unnecessarily, so the complaints procedure will be prominent and also user friendly. Further to this, we will include all the normal bulletin boards and such. We will also be fully active on social media.
The colour of our service will change over time as new bands come into play. We see this change as a kind of organic rather than a regulated thing.
We will be resistant of pressure groups looking to commercialise our output but listen to advice with some empathy. We will write the core mission into our promise of service in such a way this original idealistic concept can not be corrupted.
Because we will be operating in effect as a tool of our community. We will place in our constitution a clause allowing any lobby of over three members of our target audience to talk directly with the Company Directors. It will be a duty of the directors to listen to any idea put forward and if it is decided at that meeting to act on that decision. Action will be taken and a report sent back to the lobby group.

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.]

Station name *[As in section 1 of this application]*	AM-ROCK
Licence area *[State the proposed coverage area as set out in section 3 of this form.]*	East Kent … Thanet,Dover and Canterbury

Description of character of service

[Describe in no more than 80 words in total]:

- the target community/communities *[describe the community or communities you will serve; this should be a summary of your answer in section 2 of this form]:*
- the main purpose of the service
- the station's primary functions or activities.

The primary community service is to the people who perform live music in the Eastern part of the county of Kent and those who work in the support structure necessary for that to happen.

We will provide an open access Radio Station giving airtime to any established artist or band of artists who wish to use the facility. This offer will be subject to the radio stations agreement and not an absolute right and the radio station's decision is final.

As with all art forms, music performance looks outwards to its customers so the listening fans of live music constitute our second defined community.

Our second community is the people who are resident in the Kent areas of Thanet, Canterbury and Dover.

The service will provide a range of community benefits (Social gain objectives mandated by statute) including education and training for the target audiences both on air and off air.

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

- Music *[if relevant].* The main types of music[2] broadcast over the course of each week are: *[insert types of music in a maximum of 30 words]*

- Speech *[if relevant].* The main types of speech output[3] broadcast over the course of each week are: *[describe the speech output in a maximum of 30 words]*

- *[Languages other than English, if relevant]* Over the course of each week programming in *[list all language(s), including English]* is broadcast.

- The service provides original output[4] for a minimum of *[insert number]* hours per day. *[What are the minimum hours per day that the service will broadcast original output?]*

- The service provides locally-produced output[5] for a minimum of *[insert number]* hours per day. *[What are the minimum hours per day that the service will broadcast locally-produced output?]*

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,

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[2]   e.g. mainstream pop, urban etc.
[3]   e.g. local news, what's on etc.
[4]   Original output is 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.
[5]   Locally-produced output is output made and broadcast from within the service's licensed coverage area.

- 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:

9. Company details	Guidance Notes
The legislation requires that: - Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it - Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community	
Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate. Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)	*Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).* *Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.* *We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.*
Company (or other body corporate) name:	Pipeline Media Ltd
Date of registration:	15 June 2016
Company registration number:	10234071
Type of company (or other body corporate):	Limited Company
Where your body is not a company, please explain how it meets the requirement to be a body corporate:	

10. Ownership	Guidance Notes
Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.) The information provided must include: - all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say	*Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).* *In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.*

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	

Pipeline Media LTD
Date of registration: 18th June 2016
Company registration number: 10234071

Director Graham Kirk

Once a community radio licence is issued the corporate body will seek to become a Community of Interest Company (CIC) comprising of Pipeline Media LTD's Director Graham Kirk who owns 60%of shareholding, David Payne 15%, .Diane Gosciminski 15% and Claire Flecteher 15%.
None Directors and consultants include Peter Quinn former Programme Controller of Arrow FM who is offering his 4 decades of broadcasting experience. Simon Newbury who is involved in the engineer transmission side and Ian Drake who is acting in a consultancy capacity for the music industry locally.
Pipeline Media is looking to coop additional members from the community we serve into a membership scheme. We are also looking at a Listener Council.
We envisage the Community of Interest Company (CIC) will have a broader range of members involved with its management team, drawn directly from the the community interest that the station is designed to cover within its licence terms.
At the licence application bid stage Pipeline Media LTD is controlled by Graham Kirk, who has over 17 years radio experience including being at the helm of the Access Radio trials in 2002. He has experience within the community media sector to ensure the smooth transition to CIC.
Other interested party:
NLN (New Line Networks) that have gifted us transmission facilities and wish no control over the radio station

Ability to maintain the service:

11. Management and operations	Guidance Notes
With regard to the applicant please provide: • A list of directors, indicating who is the managing director and/or chair **(please see question 12 regarding directors' details)**. • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours).	*In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.*
Pipeline Media's experience within both community and broadcasting roles is derived from the individual experiences of its collective membership that have played an active role in community orientated media and the music industry over a number of years. The AM-Rock project is setting out to offer a different type of station we genuinely know is desired from our exstensive research.	

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

Other directorships: None

Relevant experience: After graduating from the University of Portsmouth […], Graham has had a very varied career that has taken in Logistics, Market Research, the Rail Industry and Radio.
After studying at Lambeth College on a radio production course he became involved with Radio Kings. At Kings he became Production Manager. He was also instrumental in being part of the team at Sound Radio in Hackney ,where he developed a range of Programmes including The News Hour and the Big Lunch that had a heavy commitment to the original values of Community Radio.
After Sound Radio he took on Freelance roles on a number of community based stations putting an emphasis on local content. This has given him considerable understanding of the sector and the issues. That arise. He has also worked at International London based station Monocle 24 as Studio Manager and had a successful Night time show in the Netherlands on Big L International.
Recently he has been employed at Talk Radio as Producer. Graham is a team player who has always sought out and developed new talent.

Name: David Payne

Employment: Traffic Engineer or TFL contractor Telent Technology Services

David Payne will be overseeing technical issues in liaison with contractors, on a day to day basis, he will be running and development the practical side of the radio station and its other off air services. He is time served in matters of man management at a "non artistic" level. and IT engineering issues concerning the station. He will be Ofcom's key contact for Engineering issues. Head of Engineering duties will include managing sub contractors and liaisons with Ofcom licence holder 1027086 - New Line Networks to ensure effective transmissions from site and related matters. His role will also encompass IT and the media AM-Rock's online development aimed at the community it serves - Part time paid.

Name: Claire Fletcher

Employment: Director of London Therapist

Other Directorships: London Therapists

Claire Fletcher is Head of P.R. and Communication for AM-ROCK. Her duties will encompass communication strategy for the project and staff training. Her direct Line Manager will be the MD. The role will be voluntary. Directorship is (pending)

Name: Diane Gosciminski

Employment: Admin Assistant for Asda Broadstairs.

Other Directorship: None

Diane Gosciminski is Senior Administrator. Diane has worked in administration roles for London Docklands Development Corporation before leaving to start a family. Has recently been employed in a book keeping capacity for a number of businesses alongside employment as an Admin Assistant at Asda. Diane will be responsible for overseeing The day to Day administration and general duties within the station. She will be working alongside CEO./MD and Senior Presenter. This post will be part time voluntary.

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

13. Staffing structure	Guidance Notes
What is the staffing structure of your proposed radio service? Provide a job title for each position and indicate whether the individual will be paid or will work in a voluntary capacity, will be full or part-time (indicate the number of hours for part-time posts). This may be provided as a diagram or organisation chart.	*The legislation requires that Ofcom has regard to the applicant's ability to maintain the proposed service (as well as to ensure the applicant is fit and proper to hold the licence). As well as its ownership, management and operations, the proposed staffing of the station is relevant to these considerations.*
CEO of the radio station is a salaried position with a remuneration of […] starting salary Director of Engineering is a salaried position of […] starting salary. Senior Presenter will be responsible for training, overseeing programme production and discipline of all on air and production staff. Remuneration will be negotiable […] starting salary. The two paid Directors will as part of their duties, be responsible to Ofcom for the overseeing of a voluntary board of trustees consisting of 3 members(one from each geographic area).	

The board of trustees will oversee every aspect of day to day operations and working with the senior presenter guarantee the performance commitments contained within the licence are achieved.
Volunteer staff numbering around 40.

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.

Pipeline Media LTD the company applying for the AM Community Radio Licence was formed in June 2016, after discussions with a range of local musicians in the East Kent area. Many felt their interests were being under represented in both traditional and new media platforms.
Pipeline Media LTD's Managing Director has been involved in broadcasting for over 16 years and is currently employed at Talk Radio. David Payne has been involved with the rock/ alternative music scene as a broadcaster since 1986. He currently hosts SFM Rock Show in Sittingbourne that has built up a reputation amongst the rock music fans in London and Kent.
Pipeline Media's team comprises of a range of individuals who have participated in community engagement broadcasts. The members have considerable technical understanding of AM Broadcasting and access to professional in the field who understand how to make it work effectively. Among those professionals is Simon Newbury a keen Radio Amature, who is know for his effective ariels in the trade and gave Pipeline media valuable advice.
The company after extensive research discovered that NLN (New Line Networks) where granted an Ofcom licence to erect a mast at Richbourgh in Kent as part of the national infrastructure. NLN are committed that local communities will benefit from the mast in East Kent. They gifted use of mast and a range of facilities to ensure that we can broadcast a much needed professional service to our community.
The AM-Rock project has brought together people who have both broadcasting and other experience that is essential to the successful operation of a community radio service that will be forward thinking in it's approach, whilst appealing to both AM and online listeners.

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

David Payne AKA Dave Fullerhas managed 2 RSLs for RFM, that were commissioned by the Shadow Radio Authority and has been a regular Presenter for SFM.
Graham Kirk a Producer at Talk Radio and was involved in the management of the pioneering community station Sound Radio, during Professor Anthony Everitt's evaluation report for the Community Radio Order. Mr Kirk has been as Presenter, Producer and Manager for a number of stations, including Monocle 24 and Susy 531.
Claire Flecthers radio experience includes RFM's RSL and AA Roadwatch. In the last 10 years she has been Head of programming for Raiders FM, a community internet station in South West London.

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).

Graham Kirk was MD of Swift Rail. The company was responsible for the refurbishment of rolling stock. The position required ensuring large contracts where achieved.
David Payne is a Traffic Engineer for TFL. He is Linux proficient and wants to develop open source programmes for the community to share.
Claire Fletcher has ran a number of successful businesses and developed acclaimed training courses. She has also been involved in large music promotions from small to large venues, including the world renowned Hippodrome.
Ian Drake: Music Consultant has worked within the industry on the technician side of record production for Polygram . He is now highly regarded and we are peased to "have him onboard".
Diane Gosciminski has a strong track record in administration.

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

Graham Kirk has been involved since the inception of community radio, lobbying and advising .
David Payne aka Dave Fuller was a founder of non licensed ROCK-FM and was a campaigner for community of interest radio initially speaking at Home Office level prior to the setup of the Shadow Radio Authority (1990) ROCK-FM later gained two of the first RSL licences., and was used as a case study for later service.   Red Rose Radio later adopted the name.
Claire Fletcher was a presenter . She has been heard on South London Community online station Raiders FM.

Peter Quinn as a non Director is prepared to give AM-ROCK his full support and will be used for broadcast consultancy work. Mr. Quinn has been involved in radio for over 30 years as a Presenter and Programme Controller. He has a good understanding of Kent from his experience at Invicta FM.

Evidence of demand:

15. Demand and/or support	Guidance Notes
Please provide a summary of evidence of demand and/or support for your proposed service. This may include a variety of information, for example: • summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc; • summary of support from local business or other sectors; • evidence of support from your proposed target community.	*When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.* *It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.* *Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence. If we wish to see the source material, we will ask for it.*

In exploring this question we need to consider the type of radio station being proposed. The vast majority of the 200+ community stations so far licensed are for a specifically defined location, whereas AM- ROCK is focused on a definition of interest. Rather than pursuing the traditional route of finding support within a local council, we have elected to find it within the music industry of East Kent. We have chosen to illustrate this demand, by interviewing personnel from the 3 different arms of the local live music trade - Promoter, Musician and Venue Owner. The interviews have been kept as hard evidence. However, the message was invariably the same from all three sides. They all expressed that the live music scene in East Kent is still highly active, but is now starting to struggle. There is a clear understanding that live music, in this part of Kent, needs a central focal point and a supportive radio station that will provide a good answer to that need.

Every person we have spoken to is extremely enthusiastic towards the opportunities our application will produce. The most asked question was why hasn't it been done before? We have also received many offers of help. Interestingly it was also commonly asked whether the idea could be rolled out to a larger area and we will look at this on a later date.

Last year a full study was carried out on live music by UK-MUSIC and you can find a link HERE

On the listener side, the general demand for a rock orientated community station is large and would be very popular locally. It is not the intention to provide a commercial Rock Music Service but it is an underserved genre here in East Kent and is seen by this project as being in no conflict with any current local commercial radio broadcaster. As an impromptu experiment we did ask on a locally based social network site (Facebook/Friends of Ramsgate group) and received over 80 supportive remarks from a pool of around 2000 over just 2 hours. Given this positive response we have decided the sustaining format will be Rock Music orientated.

Also in Thanet, Community Radio's Roger Alan has expressed to us that a new station in Thanet would be useful to give senior citizens in East Kent an opportunity

to express their concerns. Thanet has at present one extremely active Community Radio Station (Academy FM) that aims at the general community. We have taken the request on board and will complement their work by providing an equivalent programme encompassing our larger area footprint.

We have asked the BPI to comment on our project. In an email back from gennaro.castaldo@bpi.co.uk they have replied "Our mission is to support British Music and as part of this,to support new talent" ….I am sure we can offer social media and other support nearer the time,so please do keep in touch"

We have also solicited a response from UK MUSIC in an emailed response eva.lamont@ukmusic.org replied that although they could not offer any support for the project directly "there should be enough supporting arguments to make from our research section". We have been directed to the site's research pages and the evidence has been used elsewhere in this application.

We solicited the thoughts of a highly regarded local broadcaster. Peter Quinn is former Programme Controller at Hasting's Arrow FM. He has over 30 years of broadcasting experience. He echoed our thoughts on the potential of this proposed service. "As a Programmer I see the station would combine the kudos of a classic AM outlet with the convenience of a state of art digital platform to create a truly original forward thinking local media platform" Mr Quinn's observations as to how AM-ROCK will connect with it's intended audience was that "AM Rock will mirror the enthusiasm of budding musicians and give them an exciting platform for their art".

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 https://www.ofcom.org.uk/__data/assets/pdf_file/0026/23966/volunteerinput.pdf
☷☐ Tick this box if you request Ofcom to withhold this information from the public copy of your application.

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

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

20. Year 1 financial information – commercial activities on air

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

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

21. Pre-launch financial information - contingency

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

22. Year 1 financial information - contingency

☰ ☐ 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

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

24. Financial information – alternative funding streams

☰ ☐ 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?	No
	Is the application for an AM licence?	Yes
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable?	N/A
	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.	
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes
Transmission site address:	What is the postal address and post code:	Kings end farm CT13 1JH
National Grid Reference (NGR):	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html	TR 319 605
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	10
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	300
	What is the height, in metres, of the transmitting antenna AGL?	10
	Please supply photographs of the transmitter mast / building and aerial location.	☐ Tick if enclosed
About the transmission site:	Who owns the site and what are their full contact details?	NLN New Line Networks Licence No. 10270086
	Is this site already used for broadcasting and if so by whom?	No
Transmission site availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	No
	Applicant group owns site?	No
	Other – please specify.	

How to contact you:

26. Public contact details	Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.	*Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.*

Name:	Dave Fuller
Mobile:	07956 633 410
Email:	Graham.kirk@pipelinemedia.online
Website:	www.amrock.uk

27. Contact details for Ofcom	Guidance Notes

Concluding declaration:

28. Declaration

APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS

1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)

Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	no	no
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	no	no
c) Bodies whose objects are wholly or mainly of a religious nature	no	no
d) An individual who is an officer of a body falling within (c) above	no	no
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above	no	no
f) An advertising agency or an associate of an advertising agency	no	no
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	no	no

Other interests

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

Answer:

non

Other matters

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

    (i)   the applicant;

(ii)	any director of the applicant;
(iii)	any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant;

may not be considered a 'fit and proper person' to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.

Answer:

no

Do you confirm, to the best of your knowledge and belief, that:

4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);

5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;

6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;

7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and

8. Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made to Ofcom.

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

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

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

☐ Memorandum & Articles of Association

☐ Certificate of Incorporation

☐ Application Payment (UK £ 600.00) non-returnable

☐ Photographs of the transmitter mast / building and aerial location.

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

_____	*(Name of person)* **Graham Kirk**
CEO	*(Title or position in the applicant group)*
24 OCTOBER 2016	*(Date)*