



Community radio licence application form

Version 4

Miskin Radio

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

| 2. Community to be served | Guidance Notes |
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| 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.) | <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. 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> |

Answer in fewer than 300 words:

Miskin Radio apply for a general community radio licence to serve the North West Kent Gateway consisting of the Kent boroughs of Gravesham and Dartford, (we would also request to include the London Borough of Bexley, if awarded an AM frequency). Age demographic that our service will target is the 25 – 50 year olds, who work locally, are unemployed or stay-a-home parents. We will also have youth themed programmes provided by the students of North Kent College, over 50's and specialist themed shows to engage additional age and interest groups within our community.

We will endeavour to link with the listener to bridge gaps and combat isolation through the networks, links and partnerships we have already established.

Running since April 2012, providing a range of programmes and by being based within the North Kent College campus, used by a range of age groups we are centrally located to engage with our community.

The area over the next six years will go through major redevelopments which are detailed within section 4. In total, our TSA area will cover over 199,000 people, the majority of residents are White British followed by South Asian's and a growing Eastern European/White Other ethnic grouping.

Dartford population – 97,365

- 91.6% White
- 3.5% S. Asian
- 2.1% Black
- 1.7% Mixed Race
- 1.3% Black Caribbean
- 1.2% White Other
- 0.8% Black African

Wealth ratio - 238th (of 326)

Male: 49.4%

Female: 50.6%

Figures from 2011 Census population:

Gravesham population - 101,720

- 77.1% White
- 10.4% S. Asian
- 4.6% White Other'
- 1.3% Mixed Race
- 1.0% Black Caribbean
- 1.0% Chinese or Other
- 0.4% Black African

Wealth ratio - 225th (of 326)

Male: 49.3%

Female: 50.7%

| 3. Proposed area | Guidance Notes |
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| What is the area you propose to serve? | <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'. http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</i> |

Miskin Radio will cover the majority of the North Kent College (NKC) foot print. We aim to cover the North West Kent Thames Gateway (south side of the Thames), this covers Gravesham, Dartford and the surrounding area. This area has no local commercial or community radio service since the closure of Time FM in 2008.

Our enclosed coverage maps show the requested TSA and while this is bigger than the normal 5km it is worth noting that the area has no local commercial radio service and a large part of this area has little BBC local radio content. It is also extremely likely that our overspill would cover some of the Dartford area and we feel it would be an injustice not to have a stronger signal so we can offer both areas the service they deserve and therefore we request the wattage power stated below to cover this area officially and with decent signal strength to fight off interference from London based pirate stations.

Miskin Radio has access to studios at both campuses and submit this application based on the following:

- If awarded an FM licence our transmitter will be based at our Gravesend Campus and we request enough power to cover a Gravesend and Dartford we estimate this to be at a power of 100W. We are happy to undertake this increase wattage in a mono format, instead of stereo.
- If we are awarded an AM licence our transmitter will be based at our Dartford campus and we licence we are seeking to cover a larger area to make this sustainable, this would be the Central and North area of Bexley (we would install a satellite studio in Thamesmead to serve these communities and conversations have already been had and interest shown).

Our studios enable us to engage the local communities within these areas, deliver training, news reporting and programmes from across the proposed catchment area.

Working with Transplan UK, our research has shown that we would need to employ a carefully directed aggregate ERP of 100W to efficiently cover the area served by North Kent College. Our research has shown that we would need to employ a carefully directed aggregate ERP of 100W to efficiently cover the area served by North Kent College and we note that recent licence awards have been made to two London stations for power above the 25Watt nominal level

We are advised that a frequency around 103MHz was previously allocated to a Licensee who was unable to move forward and that in addition other FM frequencies may be feasible for this area.

Miskin Radio feels this request is achievable and will readdress the balance of a local radio service for this changing area and recognised radio black spot.

Programmes and programme output:

Definitions:

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

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

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

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

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

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

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

4. Programming output

Guidance Notes

Please fill-in all three questions below

Question A asks you to **describe your programme**

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

service.

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

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

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

- (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

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:

The service is based around a local Radio 2 with a mix of locally produced general & specialist themed music, speech based programmes, interviews, debates and discussions relating to the Outer Thames Gateway (south). We will also use syndicated programmes to extend our programming to midnight. As and when it is possible, these shows will be dropped for locally produced programmes either live or recorded as live. This format we be in place for 49 weeks of the year with the remaining three weeks of the year (Easter week and Christmas) potentially seeing a reduction in the level of specialist themed music programmes.

We envisage a 30% speech and 70% music ratio across the week for at least 49 weeks a year. By year four, speech content may increase by around 5% but we cannot guarantee it at this stage. The remaining three weeks of the year (Easter week and Christmas) the music ratio is estimated to increase by 15%.

Live programme

Our locally produced content hours either live or pre-recorded (as live);

- Weekdays = 9 hours per day = **45 hours** per week = 57% of content over weekdays
 - 7am – 10am, 4pm – 6pm, 6pm – 8pm & 8pm -10pm (estimated)
- Weekends = 8 hours per day = **14 hours** per weekend = 18% of content over the weekend
 - 10am – 2pm, 3pm – 5pm & 8pm – 10pm (estimated)

Non locally produced programmes of specialist themed music or speech across the week & weekend

- Syndicated programming = **20 hours** per week = 25% of content over the week & weekend
 - Weekday 10pm – 12am, Weekends 3pm – 6pm & 10pm – 12am (estimated)

Automation will be used at all other times.

Weekdays

The sound of the station will be general music during the day 7am – 8pm with specialist music envisaged to be between 8pm -12am during the evenings. This will be split into, two hours locally produced and two hours of syndicated.

Weekends

A mixture of general & specialist themed shows and speech based programmes between 10am – 10pm.

General music we categorise as

- 1970's to current releases

Specialist themed music we categorise as

- 60s's
- Soul,
- 1930's – 1940's,
- Easy listening
- Rock n Roll,
- Country,
- Dance,
- New & unsigned artists
- Rock.

This list is not exhausted but relates to our current specialist programmes.

Speech based – We class as shows with none or no-more than 4 songs within an hour

- Interview, discussions and debates will relate to local or are relevant to the residents of the North West Kent Gateway. We envisage by the end of year one to regularly be achieving the following;
 - Eight interviews per week (Police, community groups, statutory agencies, entertainment)
 - At least one monthly live session from an unsigned or new artist

News Content

- Weekday hourly local news bulletins (7am – 10am & 4pm – 7pm)
- Weekday mixture of locally produced news and IRN News bulletins 12pm, 2pm, 8pm & 10pm
- Weekday 30 minute news/music magazine programme from 12noon (term-times)

Our interviews and discussions will enable all agencies and voluntary/community organisations the opportunity to raise awareness and engage in the projects they deliver to some or all of our community. These will last for anything between 10 – 20 minutes (possibly longer).

Our service is distinct for the area along the North West Kent Gateway as we have no local commercial station for the area and it is underrepresented in content produced by BBC local.

The area has a number of confirmed and potential large building projects being undertaken these include;

Large and disruptive shopping and residential building projects in Gravesham, Dartford and Bexley. Redevelopment of the heritage quarter in Gravesend, Portus town developments for Dartford, Lowfield Street redevelopment Dartford, Crossrail in Abbey Wood, 3000 new homes in Thamesmead, Ebbsfleet 20,000 homes development, the Paramount Theme Park complex (subject to agreement) all of which will independently cause disruption, it will be vital that we can offer and assist our network of developers the opportunity to inform residents what is going on during the construction stages 2016

- 2018.

Miskin Radio will become the main relay information points during these developments and changes by keeping our community aware of what is happening, when, what the knock on effects will be and why.

Another effect will be the increase in both residents and visitors to the area once these construction projects have been completed. Therefore it is even more crucial to make residents old and new aware of what is available to them. Miskin Radio can provide that service as research carried by us in 2013 showed that over 62% of residents we surveyed, throw leaflets straight in the bin without looking at them and 49% didn't bother to read their local paper, due to the number of adverts in them.

We will also work with North Kent College enabling their students and staff to gain new skills and develop these through programme, features and networking events. This enables the college to reach young people who may have been put off education during their school years and enable them to see that college is not like school and make them aware of the possibilities that are open to them.

As Miskin Radio becomes more known, we would hope by the end of year three to extend out live programming hours on both weekdays and weekends, thereby reducing the amount of syndicated programmes.

Currently our programming (via the web) is English speaking, however we are able and willing to broadcast programmes in different languages if a person or group wishes to produce/present a non-English speaking programme.

A minimum of 75% of our content is produced by our volunteers and members who live and/or work within the North West Kent Gateway area. It is expected that this will increase over the licence period and we have set a target of 90% content to be produced locally.

We expect to repeat interviews and specialist made short series programmes and features where editorially we feel it is relevant..

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:

Our target community is those living along the North West Kent Gateway this comprises of the boroughs of Gravesham, Dartford and the surrounding area. Our role is to become the rolling information service for the area as there is not a dedicated radio service within this forgotten radio landscape between London and Medway. Through constant surveys, questions and attending community meetings over the last 14 months we have gathered a range of information which we have used to develop our on-line programming. This has enabled us to gain quarterly hits on our website and listenership sessions of over 14,000 per month between April – June 2015. (Figures taken from 1and1.co.uk for website hits and Canstream for listener session).

Working with our partners including Kent police, councils, schools, agencies and community/voluntary groups we will deliver training and volunteer opportunities to anyone with an interest in radio or these interested in supporting the work of the borough(s) we serve. The ideas and suggestions they suggested will (and have on our web service) influence and develop our programmes over the life of our licence. Through our partnership working, on-air, on-line, social media and print based material we will also engage with the wider community not involved in a physical level to suggest ideas and to influence our programming output.

The majority of the surveys and questionnaires have shown that our community across the North West Kent Gateway enjoy a music based service but that includes speech-based elements. When questioned about the type of speech elements, 68% said being able to hear local and relevant information would encourage them to tune in regularly.

With support from our main partners we are in a unique position where we have the capacity and resources to offer the following;

- North Kent College Level 3 BTEC Media Diploma's students (16 – 19yrs) are trained and involved in programming to enable them to gather real work experience. This also allows for a direct link into the curriculum, developing and broadening student's skills set.
- Through our satellite studios we can offer all members of the community the opportunity to get involved and undertake training and programme production/presenting across our area
- Using our partnership networks we can deliver training to local schools and voluntary/community organisations via our 'Radio in a Box' mobile unit.

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| <ul style="list-style-type: none"> We will engage, involve and broadcast programmes of interest to all ages. |
| <p>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.</p> |
| <p>Answer in fewer than 400 words:</p> <p>Our service is unique as there is no local commercial station that serves the North West Kent Gateway area. We aim to overlap with regional radio services, however the majority of these are now quasi-national broadcasting and in the case of the Kent regional station, this only provides eight hours of local programming during the week and four hours of a weekend. Due to their strict playlists, discussing and engaging in interviews with agencies and voluntary/community groups is nearly impossible.</p> <p>Offering community/voluntary organisations and the local agencies (Police, councils) etc airtime to raise awareness of their work or campaigns across part/all of our area, is lacking across the Gateway we can assist them by offering our platform to reach and attract new members/users for free.</p> <p>Via training at our main studios or based at one of satellite studios we enable our community to get involved in our service within easy reach of their home. We are offering a truly local service that not only talks and discusses about their area but is based within their area.</p> <p>We are the Social Capital Provide, providing the opportunity to maximise coverage, and engage new members in a cost neutral way.</p> <p>Outside of radio broadcasters, local print media is on the decline with two weekly free papers being part of larger news agencies and one local distributor who produce a monthly print/online paper. Miskin Radio is the only media outlet that will be able to respond immediately in any given situation.</p> <p>Our specialist programmes are presented by members/volunteers and radio professionals who have a passion for the community. We don't just let anyone present a programme just so we can tick a box! The presenter(s) passion is key whether this is about the music or about the area and what is going on.</p> <p>Our speech content focusses on local issues but also national issues that would affect our residents. We are also currently working on a number of social support/welfare programmes that we intend to produce and this is where we really can make a difference because we are able to bring local and national together.</p> |

Social gain

| 5. Social gain | Guidance Notes |
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| <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</i></p> |

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| | <p><i>objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p> <p><i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i></p> |
| <p>Answer in fewer than 1,500 words:</p> <p>Miskin Radio has over the past year of internet broadcasting developed and strengthened a number of partnerships and networks. All this knowledge (and continuing knowledge gain) will be invested in shaping and developing our social gains objectives. Currently we see our role within the community to deliver the following;</p> <ul style="list-style-type: none"> - Volunteering: Provide voluntary opportunities, there is a high number of people unemployment in the area. In turn this will improve their self-confidence knowledge and skills of those who become involved in Miskin Radio - Qualifications: Working with NKC we will deliver Skills & Qualifications - because there is a low level of attainment in high density areas of our community. - Social capital: Providing interview, promotion and feature promotional opportunities to voluntary and community groups across our area. - Information provider: Dissemination of information to Gravesham, Dartford and the surrounding area, to inform the communities during massive redevelopment plans as the Paramount Theme Park and other major building and transport routes are redirected/constructed. - Partnerships: We continually discuss with our networks and partners how we can and who we should be targeting engagement project with. Therefore within each borough the good work being undertaken can have its profile raised for free - Developing community spirit: Staying in touch with our community and providing where possible assistance at fetes, fun days and social events. - Awareness: We will strive to promote community/voluntary groups working across the area along with nurturing unsigned or new emerging creative talent. <p>Through the above we can't solve all the problems but will become an information resource to alleviate isolation ensuring that community momentum exists and has a voice and focal point</p> <p>The local community is made up of all sections which includes; Children and young people; Families; a range of ethnic groups both those whom consider themselves to be indigenous and those of a transitional nature including migrants. There are a range of professionals & other people including single people and parents and a whole host of others in between. The community is diverse and changing culturally, therefore we will in particularly target;</p> <ul style="list-style-type: none"> * The unemployed & those seeking a diversion from crime & anti-social behaviour * The under-skilled * Stay-at-home parent(s) * The isolated * Disabled people * Young & talented people * Volunteers * Older persons * Professionals <p>We have undertaken a range of research methods to gather this information and to work towards becoming the Social Capital Supplier we know is needed within the areas.</p> | |

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

We have consulted people in the following ways;

1. We have spoken directly to over 5,000 local people through the delivery of our projects including
 - a) Through analogue engagement during our Olympic broadcast
 - b) Surveys with the varying age groups accessing NWK College
 - c) Community Events
 - d) Kent Police Programme & council initiatives
 - e) Partnerships and networks we have established
2. Continuously on air over the internet with our 42,000 hit/listeners
3. Street surveys undertaken by North Kent students.
4. Local Community forums and meetings
5. Working with individual community representatives & key professionals
7. Consulting our members committee and 15 regular volunteer members

Miskin Radio will continue to provide the local community with news and vital community information, presented mainly by local individuals who are fully aware and understand local issues. It will provide a platform for local groups, artists and organisations to promote their work and good causes.

We will continue to work with the police and safer neighbourhood teams to alert the community of (local crime/crime prevention measures) and continue to promote and attend local events and be active within these.

We will develop our training opportunities and continue to identify and deliver specific course to engage community involvement in our output. We will continue to provide training opportunities for members of the local community that wish to get involved in the station. These include training in the full station roles, including radio broadcasting, researcher, features, presenter, technician and station manager. The station also relies upon members who volunteer their time in support duties including administration, researcher, marketing; music reporting and monitoring duties etc which will improve their work based learning skills.

Working with NWK College we are aiming to deliver short course qualification by the end of year 2 of broadcasting.

Needs and Miskin Radio's Commitment:

Need: Lack of free media support to benefit small voluntary/community organisations.

Miskin Radio will deliver: Access to an appropriate interview slot specifically aimed to help promote awareness, events or activities. We will also aim to list events or activities in our on-line events calendar.

Need: To reduce unemployment and low educational attainment.

Miskin Radio and North Kent College will deliver: Training to all ages either in our professional radio studios or via our 'Radio in a Box' mobile equipment. We bring an innovative way of learning to the community, delivering new skills in technical use, IT skills and communication all leading to empowerment and building self-confidence. We will also deliver a signposting service by offering information about the range of courses (not just media) available on a full-time and part-time basis at North Kent College, thereby endeavouring to increase the educational achievement within our communities.

Need: Combat social isolation.

Miskin Radio will deliver: Isolation can occur to anyone at any age. By offering the range of programmes we produce and increasing these further still, we hope to engage those suffering from isolation as either an individual or a social group, in a number of different ways;

1. Through our community interviews and promotions they will begin to see the range of opportunities available to them in their community. Whether they contact the station or go direct to the organisation, we will have succeeded.
2. Through our health and relationship therapist show, they will be encouraged to get in contact, anonymously if they wish, and we will be able to offer pathways to potential support and advice.

3. By working with partners and networks we are involved with, we can assist in identifying certain groups in danger of isolation and where possible we will work with them and/or seek funding to run specific courses targeted at these. Currently we are in discussions about running a course for adults with learning disabilities

Need: A lack of local speech based programmes.

Miskin Radio will deliver: Miskin Radio has and continues to develop links with a range of local organisations and will continue to develop features and programme ideas within a speech based environment. Topics and genres will continue to be developed and changed as we process through our internet life and if successful our analogue broadcast life.

Need: A range of music based programmes.

Miskin Radio will deliver: Miskin Radio will continue to provide and develop both general and specialist music programs including, unsigned artists and acoustic sets, Soul, Rock, RnB, Urban and Rock N Roll music. This list is not exclusive and will develop and change over time

Need: The target area has in places high levels of social exclusion and deprivation including several wards ranked within the top 20% of the most deprived wards in England.

Miskin Radio will deliver: At the centre of the organisation is the ethos to develop a welcoming and inclusive environment which empowers individuals and groups to express their opinions freely and give a voice to the communities that we serve who experience discrimination, deprivation or social exclusion. We endeavour to promote and facilitate positive interaction, between all our members and the wider community by nurturing creativity, interests, passions creating and generating content that will break down barriers, challenge stigma's and social stereotypes.

We are committed to delivering the above by becoming the Social Capital provider for our communities.

Access and participation:

| 6. Participation in the service | Guidance Notes |
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| <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>Miskin Radio is an open to all organisation but to state this, we are able to show this commitment by the facilities that North Kent College have invested. We are able to open our studios and facilities to any able and non-abled body resident. Outside we have a large car park with disabled parking, electric entrance doors to our main building and once inside, while we are situated on the 2 floor, we offer wide corridors for easy access, two elevators to our floor, disabled and non-disabled toilet facilities, water & refreshment points and 24 hour security.</p> <p>Currently Miskin Radio has an active membership of 15 with ages ranging from 16 – 54 years of age. We do not set any maximum number limits due to the nature of people coming and going. But we endeavour to engage the following;</p> <ul style="list-style-type: none"> - Information meeting attendees aim p.a. – 30 people (3 per year) - Training course attendees p.a. – 18 people - New full members p.a. – 7 people - Community groups features/involvement p.a. – 25 groups - Community promotions via interviews p.a. 200 interviews <p>We will engage community members through the following;</p> | |

- Promotion through our networks and partners
- Local advertising within towns and villages within our area
- Hold and deliver at least three information meetings and training courses per year
- Engage with councils and other service providers to identify specific hard to reach areas
- Attendance at events and festivals

Once memberships has been approved, the following opportunities are available

- Opportunities to become part of the Miskin Radio Member Committee
- Attend quarterly full station meetings to suggest and discuss ideas
- Comment and suggestion opportunities throughout each week
- Open door policy to the Station Manager

Attend or organise social events for the station membership.

| 7. Access to facilities and training | Guidance Notes |
|---|--|
| <p>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.</p> <p>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.</p> | <p><i>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.</i></p> |
| <p>Answer in fewer than 400 words:</p> <p>Promotional Engagement</p> <p>Miskin Radio holds three to four Information Meetings per year which are open to any potential volunteers/new members to attend. These run for 1 hour and include a 30 minute introduction to what Miskin Radio can offer to volunteers/new members.</p> <p>Following the meeting we normally run a six week 'introduction to broadcast course' which covers Miskin Radio's ethos, aims and commitment to our TSA, legal training and studio equipment training & hands on practice.</p> <p>This affords those who wish to continue upon completion of this course the opportunity to begin to demo programmes that want to take to air along with feedback from us until the show is fit for air. Some volunteers/new members may not be interested in presenting but focus more on the production and admin support side. These volunteers/new members have training programmes specifically produced for them to understand Miskin Radio's working and production practices.</p> <p>Our courses are promoted via local print press support, on-air promos and our team being out and about in the community, this could be from street walks, attending meetings and community fun days and festivals. Our yearly breakdown of information meetings are;</p> <ul style="list-style-type: none"> • 2012 – January, April & September • 2013 – February, April, June & September • 2014 – February, April & September. • 2015 – February, May & September <p>Our studios are disabled friendly and we provide a free shuttle bus service from Dartford Station to the college on weekdays, until 6pm.</p> <p>We are also in discussions with local community organisations to set up and deliver courses at potential satellite studios or take our 'Radio in a Box' to their venue and deliver the sessions there.</p> <p>Informally the audience will identify with presenters' local accents and voices, as well as their knowledge of the area; this will engage them in our programming and subsequently, encourage them to get involved to pass on their knowledge, expertise or passion for their community.</p> <p>Our format allows us to broadcast to niche audiences and has attracted volunteers to us, because of this.</p> | |

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>Since the launch of our internet service in April 2012 and the RSL during the Olympic Games, Misikin Radio has been able to test, trial and continue to develop our interaction and engagement with the community and our members.</p> <p>Misikin Radio has been specifically formulated to include members in the decision-making process and generate the sense of ownership in the station.</p> <p>The first stage of this process is making sure that we are easily accessible, and we have several ways for people to contact the station;</p> <ul style="list-style-type: none"> • Phone • Email • Social media • Text • Our website • Face to face <p>If we have an information meeting scheduled within six weeks of them making contact. Should they contact mid-way through a course we normally invite them in for a chat and look at getting them involved behind the scenes until the next course is due to begin. We endeavour to link new potential members up with one of our established members in a buddy service. This is another way of developing our inclusive agenda.</p> <p>Every member, training, new or old is encouraged to express and nurture their interested to bring these to air, whether this is music or speech based. We work with them to develop their interested and where possible bring them to air. We don't demand members present a particular type of show that they don't have an interest in, just so we can tick a box. Their ideas will influence and develop our programmes, our job is to make it work on air.</p> <p>Members of the community who contact us about promotions for a voluntary or community group, statutory agency event etc are normally assigned a main contact person who will be their point of contact for arranging future interviews and on-going correspondence.</p> <p>Upon our application being successful we also intend to extend our 'Open Forum' this is where the general public will be able to feedback about their likes and dislikes about the station. This will also include an 'Open Day' which will be an opportunity for members of the community to attend, have a look around the station and discuss, suggest ideas.</p> <p>We already trial this forum idea via our website under our comments box but will make this more identifiable and prominent on our website.</p> <p>Once you are a member of our station and have been so for one year you are then able to stand for one of the places on our members committee. As explained in section 11, this is the committee that drives forward the station agenda and endeavours to deliver ideas, comments and feedback about the station.</p> | |

If we receive criticisms or complaints, these will be reviewed and responded to with 28 days. Our response will be in writing, unless another form of correspondents is requested.

Guidance notes: station's draft key commitments

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

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

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

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

KEY COMMITMENTS: to be completed by the applicant

| | |
|---|--|
| Station name [As in section 1 of this application] | Miskin Radio |
| Community to be served [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.] | Providing an 'Open to All' service for the Kent Boroughs of Gravesham and Dartford, along with the London Borough of Bexley, known as the North West Kent Gateway. |
| Proposed area [State the proposed coverage area as set out in section 3.] | Miskin Radio will cover the foot print of North Kent College which is a 10 mile radius along the North West Kent Gateway and covers Gravesham, Dartford 9& Bexley for AM). |
| Programming output [This should be a summary of the answer you have given in section 4, in no more than 200 words] We'll deliver a mix of locally produced general & specialist themed music, speech based programmes, interviews, debates and discussions relating to the North West Kent Gateway. Some syndication will be used to extend broadcast schedules, as and when it is possible, these shows will be dropped for locally produced programmes either live or recorded as live. Our locally produced content hours either live or pre-recorded (as live); <ul style="list-style-type: none"> - Weekdays = 9 hours per day = 45 hours per week = 57% of content over weekdays <ul style="list-style-type: none"> - 7am – 10am, 4pm – 6pm, 6pm – 8pm & 8pm -10pm - Weekends = 7 hours per day = 14 hours per weekend = 18% of content over the weekend <ul style="list-style-type: none"> - 10am – 2pm, 3pm – 5pm & 8pm – 10pm We envisage a 30% speech and 70% music ratio across the week and news content will be taken from IRN or produced locally at different times during the weekday. During the term-time students from North West Kent College produce and present News programmes to assist them in gaining experience in their chosen field. Our main studio location will be within the campuses of North Kent College Dartford & Gravesham with potential satellite station available in a yet to be confirm venue in Bexley should we be awarded an AM frequency. 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).] Locally-made programming: [what proportion of output will be locally-made?] Studio location: [This should be in the proposed coverage area.] | |
| Social gain [Summarise the answers you have given in section 5.] <ul style="list-style-type: none"> • Miskin Radio will provide voluntary opportunities and in-house training which are open to all to | |

help improve self-confidence and employability skills while nurturing their creative talents.

- Working via North Kent College we will develop and deliver part-time accredited courses, increasing the local educational attainment.
- Through our already existing networks and links we will provide community organisations and voluntary groups interview opportunities or feature promotional opportunities via PSA's and adverts.
- We will broadcast and display on-line information to the communities of Gravesham, Dartford and Bexley from statutory, other agencies and community organisations who need to get their message across
- Developing community spirit: Staying in touch with our community and providing where possible assistance at fetes, fun days and social events.
- Working with but not exclusively, The unemployed & those seeking a diversion from crime & anti-social behaviour, the under-skilled, stay-at-home parent(s), the Isolated, disabled people, young & talented people and volunteers.

Participation in the service

[Summarise the answer you have given in section 6.]

We will deliver participation by the following means;

- Hold Information Meetings for new potential members at least three per year and an annual 'Open Day'
- Delivering at least three in-house training courses for new members.
- Engaging with at least 25 community and voluntary groups and undertaking community interviews
- Review how we communicate with our networks and partners, towns and villages and councils/other service providers
- We commit to attending local events and festivals across our communities
- Members have the opportunities to become part of the Miskin Radio Members Committee
- Deal with any complaints or grievances within a 28 day window.

Access to facilities and training

[Summarise the answer you have given in section 7.]

- Training sessions can be held at our main studios in Dartford and Gravesend, which are disabled friendly. There is a free shuttle bus service from Dartford Station to the Dartford campus on weekdays, until 6pm.
- Training sessions can be delivered at either our potential satellite studios or taken out via our 'Radio in a Box' equipment.
- Our 'Introduction to Broadcasting Course' covers Miskin Radio's ethos, aims and commitment to our TSA, legal and studio equipment training & hands on practice.

Accountability

[Summarise the answer you have given in section 8.]

- Miskin Radio is easily contactable via phone, email, social media, text, website and face to face
- We endeavour to engage those in either onto our 'Introduction to Broadcast' or invite them to undertake broadcasting assistant work until the next course is ready to start.
- Members of the community who contact us about promotions etc will be assigned a main point of contact person for future requirements.
- We will develop 'Open Days' giving members of the community an opportunity to attend, look around the station and discuss, suggest ideas.
- A comments box will be prominent on our website for community feedback.
- Members have the opportunity to have a place on our Members Committee and shape the future direction of the station.
- Criticisms or complaints will be reviewed and responded to with 28 days of being received. Our

response will be in writing, unless another form of correspondents is requested.

[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: North Kent College (formerly North West Kent College)</p> <p>Date of registration: February 1992</p> <p>Company registration number: N/A</p> <p>Type of company (or other body corporate): North Kent College was established under the Further and Higher Education act 1992. The College is an exempt Charity for the purposes of the Charities Act 2011. The College is an exempt charity managed by a corporation (set of Governors)</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> |

Miskin Radio is owned by North Kent College which is an exempt charity.

The college have put in place a Members Committee to oversee the day-to-day management of the station which is made up of members from the station with a representative from the college sitting on this committee. There is also options to co-opt two people on to the committee whose experience can be of benefit to the stations aims and goals.

The Members Committee is chaired by the Station Manager who is also a full-time tutor at the college. The Members Committee is there to safe guard the station from undue influence and to make sure it works within its key commitments and aims. There are no shareholders and no other controlling bodies who can exert undue influence.

Ability to maintain the service:

| 11. Management and operations | Guidance Notes |
|--|---|
| <p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). | <p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p> |
| <p>Miskin Radio is owned by North Kent College (NKC) which is an exempt charity and an incorporated company funded independently and not via the local authority.</p> <p>The college has put in place an Executive Radio Members Committee (known as The Members Committee) who is answerable to the Senior Management Team (SMT) of the college via the Principal. This committee features representatives from the radio station who oversee the day-to-day running of the station. There are also options to co-opt two people on to the committee whose experience can be of benefit to the station's aims and objectives.</p> <p>The Members Committee is chaired by the Station Manager who is a paid tutor at the college. The Members Committee is there to safe guard the station from undue influence and to make sure it works within its key commitments, aims and the legal framework of the SMT and college.</p> <ul style="list-style-type: none"> • There are no shareholders and no other controlling bodies who can exert undue influence. • The Members Committee meet at regular intervals throughout the year to discuss and plan station progression. • The Members Committee has full control over the editorial content, along with any changes and all matters relating to the running of the station, development and its key commitments and legal requirements. • NKC is financial responsibility for Miskin Radio and has created an internal account, so all monies raised by Miskin Radio are separate and identifiable. <p>Miskin Radio's Members Committee has full access to the accounts of the station and put forward financial proposals to NKC. Miskin Radio will work with NKC to make any financial proposals, cost effective and beneficial to the aims of Miskin Radio.</p> <p>David Gleed (Principal on behalf of the Senior Management Team)</p> <p>On behalf of North Kent College will be the point of contact for the executive radio members committee's work to make sure it acts within the legal requirements of the college.</p> | |

Radio Members Committee (Executive role within of Miskin Radio only)

Andrew Sayers – Station Manager (& Chair of the Committee)

Manages the day-to-day running of the station, financial planning including liaising with the college and keeping all records of income generated via membership fees, commercial training courses, sponsorship/advertising or donations. The Station Manager produces reports, assist with programming duties, training of volunteer members and liaises with new volunteers.

Tamara Dalzel – Head of Music & Membership

Oversees programming and the music policy for the station. Dealing with all volunteers as the link to the members committee along with presenters and programming matters, record companies, copyright agencies and all relevant music managers.

Jason Jandu – Community Liaison

Oversees the community sub-committee making sure we continue to develop and maintain links within the local community including voluntary and community organisations and business.

Julia Hickson – Promotions and Communications

Develops plans and leads on the promotion of Miskin Radio across the TSA area working with volunteers, businesses and partners to help raise the profile of the station. This role involves cross-department working across the whole station. Oversees the promotional sub-group for all publicity/promotional activities.

Paul Marks – On-line Coordinator

Oversees the implementation of all website developments, along with the updating and interaction of our website and social media feeds. Oversees the web sub-group for all on-line updates.

North Kent College Senior Leadership Team



Radio Members Committee
(the Executive Management Team of Miskin Radio only)



Station Manager (Line Manager)

| | | | | |
|-------------------------|---------------------------------|--------------------------|----------------------|------------------------|
| Head of Training | Head of Music/Membership | Community Liaison | Comms Officer | On-line Officer |
| Trainees | Volunteers/Members | Community Groups | Promotions Team | Web Team |
| Media Students | | Partnerships | | |

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.*

Answer (for each director):

Andrew Sayers

Employment Tutor and Curriculum Manager – Media North Kent College

Other directorships None

Relevant experience or qualifications

I have worked in both the commercial and community radio sectors since 1988, starting with RTM Radio pre & post FM launch. In 1996 I joined Ten-17fm (Essex Radio Group) presenting a range of programmes from overnights to weekend breakfast and weekday evening show cover.

During 2003 I entered the community radio sector and secured an FM licence for the North Bexley Area in Round 1 for BCMA/TGR Sound where I spent four years as Launch Director, Programme Controller and Breakfast Presenter. I have also undertaken consultancy work in the sector and helped set up Generation Radio and advised them on their Round 2 Community Application and Station Managed an RSL for Street life FM.

In 2010 I started working in partnership with Kent Police to deliver an RSL service during the 2012 London Olympic Games. I secured the RSL licence for this and we broadcast across North West Kent for these games. This led me to establishing Miskin Radio with the college which we launched in April 2012 and has continued broadcasting online to this current time.

Tamara Dalzell

Employment Unemployed

Other directorships None

Relevant experience or qualifications

10 years' experience working in Human Resources departments as Team Leader, giving advice on employment contracts, policy & procedures and benefits

Jason Jandu

Employment Unemployed

Other directorships N/A

Relevant experience or qualifications

Has spent 10 years within the hospital radio field and for 4 years of this was involved in a management level.

Paul Marks

Employment Communications Officer

Other directorships None

Relevant experience or qualifications

I spent 15 years at Radio King's Hospital Radio based at Kings College Hospital in Camberwell, 12 years of which was spent as part of the Management Team.

During that time I was both a Presenter and Producer of Programmes of differing types including a Sunday magazine programme. I spent 3 years as Head of the Local News team, training the team and producing 10 bulletins a week and a 15 minute News Programme on a Sunday

I currently present on Miskin Radio a 3-hour Easy Listening programme as well as co-presenting The Afternoon Show on a Monday and Tuesday

Julia Hickson

Employment Promotions and Communications Co-ordinator

Other directorships None

Relevant experience or qualifications

Eight years marketing and communications experience and before that 10 years in the magazine industry working for Emap and the BBC.

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

13. Staffing structure

Guidance Notes

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

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

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

Miskin Radio has been broadcasting since 2012 on the web 24/7, within this time it has developed a mainly volunteer based management structure.

There is one paid members of staff from the college who provides 20% of his time to the day to day running and management of the station. He is available to the station in person Monday to Friday 8.30am – 6pm. He is supported by a Members Committee who support him in various roles described in question 11 to develop the station and deal with membership, legal requirements and promotional events.

He is supported by the Members Committee and other key volunteers who's experience helps to develop the station including:

- John Reen – Production and Event Hosting
- Nick Prater – Station Engineer
- Sharon Weeks – Fundraising
- Dennis Roberts- Administration

The whole membership of the station meets up to five times a year to discuss development potential and to assist in promotional events.

The Members Committee and Station Manager will then take these suggestions and with assistance from the whole membership, work up proposals discussed agreed upon. Any financial costings involved will then be submitted to SMT (Senior Management Team) at NWKC (North West Kent College) who will then review the proposals and action the project.

The Station Manager also engages any media students who are interested in radio or broadcast production to assist him in his daily management duties.

As the station progresses, the aim is to employ a range of staff including a Business Liaison, Fundraiser, Community Liaison and as and when possible income allows to pay for volunteers expenses and daytime presenting staff. Any staff would be line managed by the Station Manager.



14. Applicant's experience

Guidance Notes

Please describe the history of your group, and any relevant experience of the group, or the individuals within the group, by answering the questions below.

Ofcom is required to consider whether an applicant has the ability to run a community radio station for the licence period (up to five years). To aid our consideration we want to know about any relevant experience the applicant group as a whole, or the individuals involved, may have.

A. Please provide a brief history of your group.

Answer in fewer than 300 words:

Miskin Radio was conceived in 2010 by Andrew Sayers following the sad closure of 103.7FM TGR Sound in 2008. Working in partnership with Kent Police's Chief Insp Philip Painter plan was devised to create a radio service for the North West Kent Gateway during the London 2012 Olympics. With support from North West Kent College, Gravesham Council, local business and other agencies linked to the Olympics, Miskin Radio was given a home and named the former campus the college was

founded on.

In April 2012, Miskin Radio took to the airwaves via the internet and in July/August 2012 on FM for the Olympic Games. Miskin Radio continued broadcasting on the internet and today reaches an hit/listenership of over 50,000 per quarter.

During our time we have attended numerous community fun day's and events including, the Dartford Festival, Erith Festival Birbeck Fireworks, MP's Charity Cricket Match, St. Mary's Community Funday, Northfleet Bike Show, Now's the Time Family Fun Weekend, Health Awareness Days, fresher's fairs in Dartford and Gravesend. We also hosted the Gravesend festival (30,000 people), the Gravesham Olympic Closing Ceremony Carnival, reported and broadcast live across the whole of the Olympic Torch Relay Route.

Previous experience includes;

Community radio presenting, commercial radio presenting, a broadcast engineer, radio sales professional, marketing professional, HR author, further and higher education professionals.

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

Answer in fewer than 150 words:

Members listed in section A have experience of presenting on the following full-time commercial and community radio stations:

- 103.8FM RTM Radio (later Time FM, Thamesmead)
- Ten-17 FM (now Heart, Harlow)
- 103.7 TGR Sound (Erith & North Bexley)
- Phoenix FM (Brentwood)
- Several RSL's and Internet stations including Miskin Radio Olympic FM Broadcast,
- Generation Radio, Phoenix Radio, and Streetlife FM

The Miskin Radio's team have been Internet broadcasting since April 2012 and currently broadcast around 8 hours live/recorded as live programming per day

Broadcast engineering experience includes;

- Radio Monitor
- Global Radio
- Talk Sport

The level of experience with our team on a broadcast side is passed down to members who haven't worked in the area professionally and this skills sharing will only enhance the continuing development of our members and programme quality.

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:

Miskin Radio's membership currently has expertise and experience in the following non-broadcast areas;

- Marketing and Communication Officer with expertise at both a local development agency level and a regional (London) level.
- Community Development Manager who worked and managed Community Centre's in Inner London for several years, this included developing community initiatives, outreach work, networking & liaising with Councils and other agencies. It also included developing projects and securing funding or community sponsorship for these.
- Human Resources Officer who worked in both the commercial and educational sector dealing with several hundred staff.

The knowledge and skills we have at our disposal is key to the future development and sustainability of our service. We believe this wealth of knowledge and expertise enables us to develop the general skills base of our volunteers and members.

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:

N/A – These are described previously.

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>Miskin Radio came into existence to assist Kent Police, Gravesham Council and the ODA by providing a means of communication across a one if not the most important travel gateway to the London 2012 Olympics. Miskin Radio received letters of commendation from the named agencies thanking us for the support we gave.</p> <p>The plan for Miskin Radio was to continue broadcasting via the web once the Olympics had finished and develop the service to apply for a full-time community radio licence. The Olympics highlighted the need for a truly local radio service, especially as the area is now earmarked for major developments including the Paramount Theme Park, 20,000 homes at Ebbsfleet, a new Thames river crossing and potential Crossrail extension.</p> <p>North West College: Have invested heavily to provide a two studio complex with full digital Sonifex kit, so that members and volunteers at Miskin Radio have industry standard equipment to develop their skills on. The station is also open to all students and staff, not just those in the Media department. This gives young people a real opportunity to learn and develop skills in an environment that they feel safe and secure while also respecting the building and equipment.</p> <p>Since 2012, we have enabled students to secure work placements with Talk Sport, UBC, KMFM and Flare Communications. We have also assisted 2 members of our volunteer team to secure paid on-going freelance work at BBC Radio Kent and BBC Radio 2.</p> <p>Gravesham Council: We have pasted extracts from the council's letter of support 'Miskin Radio has been consistently supportive of local events and ventures and has made strenuous efforts to develop and improve news and local information services both on its existing internet-based radio station and during its period of broadcasting on a temporary FM licence in 2012'</p> <p><i>'An area of such nationally-recognised importance with such huge strategic importance deserves and needs a dedicated broadcast service to provide a platform for local voices and local views at a time of such strenuous change'. (Letter can be provided)</i></p> <p>Miskin Radio has proved that its nascent activities could provide that platform and the council fully</p> | |

supports its licence application and urges Ofcom to look favourably upon it.'

Mayor Parlour: Working in partnership we provide interviews and promotional services for the Mayor's Charities along with small local businesses who cannot afford the cost of advertising on the larger station across our area.

Now's The Time (Bexley): Now's the Time' will encourage adults to take part in new, exciting and affordable sports and physical activities throughout Thamesmead in a range of traditional and non-traditional settings. Miskin Radio has provided the PA and music for their Family Fun Weekend and will continue to promote this work through interviews and on air promotional spots.

Kent Police: At the end of August 2014 Miskin Radio supported members from the Neighbourhood Policing Teams undertook a 12 hour Tracker Tyre Flipping event. Working with them closely we provided free advertising, the PA and hosted this event for them, helping them to raise over £18,000.

Community Organisations: From dementia, parent's consortium, armature sports groups, community centres, armature dramatic groups, local hospices to local neighbourhood Police teams, Miskin Radio continues to promote their work and develop partnerships to raise their profile within our community.

The Miskin, Woodville & Orchard Theatre: We work closely with the theatres to help promote not just their main shows but their community activities and exhibitions.

Listeners Sessions: We review our listener session numbers every quarter to see how the station is performing. Since January 2015, we have recorded the following listenership session figures over quarter 2 (April, May & June) 394,363. These figures are calculated using the independent broadcast source Canstream

We consistently discuss and assist our network of partners in the Council, Police or Community organisations in whichever way we can with promotional support.

The combination of these initial partners confirms the strength in depth and support that we have and it is this that will make our service a successful community radio operation.

Some of our members have been involved in community radio before and understand the time, effort, skills and flexibility it takes to not just run the programming but to make it successful on air but also within the community. The desire to succeed, the passion to engage with the community and the skills to sustain it are evident not just in this application but in the skills base within our organisation.

There is nothing worse than having to switch off your transmitter because support you thought was in place, didn't materialise, when it was needed most. Miskin Radio will not make that mistake because the support we have is confirmed, solid and backed by an organisation with an excellent track record.

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).

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)

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)

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.

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.

| FM Application (preferred option) | | Answer |
|--|---|--|
| Waveband: | Is the application for an FM licence? | Yes |
| | Is the application for an AM licence? | No |
| | Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i> | Yes we would consider |
| | 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 – our budgets have been based on AM equipment and installation, in the event that the FM proposal put forward is rejected. |
| Transmission site address: | What is the postal address and post code: | North Kent College, Lower Higham Road, Gravesend, Kent, DA12 2JJ |
| National Grid Reference (NGR): | The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html | TQ 66660 73183 Latitude: 51.433140 Longitude: 0.39619055 |
| About the site's dimensions: | What is the height of the site, in metres, Above Ordnance Datum (AOD)? | 25 meters |
| | In metres, what is the total height of the mast / building Above Ground level (AGL)? | 30 meters |
| | What is the height, in metres, of the transmitting antenna AGL? | 5 meters |
| | 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 | |

Community radio application form

| | | |
|---|---|--|
| availability: | 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? | N/A |
| | Applicant group owns site? | Yes |
| | Other – please specify. | N/A |
| <i>(Note: we cannot consider an application if no site has been identified.)</i> | | |
| Waveband: | AM Application | |
| | 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 we would consider |
| Waveband: Transmission site address: | 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 – our budgets have been based on AM equipment and installation, in the event that the FM proposals put forward are rejected. |
| | What is the postal address and post code: | North Kent College, Oakfield Lane, Dartford, DA1 2JT |
| National Grid Reference (NGR): | The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html | TQ 532726 Latitude: 51.432303 Longitude: 0.202202 |
| About the site's dimensions: | What is the height of the site, in metres, Above Ordnance Datum (AOD)? | 37 meters |
| About the site's dimensions: | In metres, what is the total height of the mast / building Above Ground level (AGL)? | 40m Self-Supporting Radiating Mast.c/w Cap Hat |
| About the transmission site: | What is the height, in metres, of the transmitting antenna AGL? | 40m Self-Supporting Radiating Mast.c/w Cap Hat |
| | Please supply photographs of the transmitter mast / building and aerial location. | <input checked="" type="checkbox"/> Tick if enclosed |
| | Who owns the site and what are their full contact details? | |
| About the transmission site: | 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): | |
| Transmission site availability: <i>(Note: we cannot consider an application if no site has been identified.)</i> | Site identified? | Yes |
| | Provisional agreement with site owner in place? | Yes |
| | Or under negotiation? | N/A |
| | Applicant group owns site? | Yes |
| | 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: Andrew Sayers | |
| Phone: 01322 629 585 | |
| E-mail: andy@miskinradio.co.uk | |
| Website: www.miskinradio.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 the Broadcasting Act 1990) or a body falling within (b) or (c) above) | None | None |
| f) An advertising agency or an associate of an advertising agency | None | None |
| g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities). | None | None |
| Other interests | | |
| 2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also | | |

| |
|--|
| <p>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)</p> |
| <p>None</p> |
| <p>Other matters</p> <p>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:</p> <p>(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> <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> |
| <p>None</p> |
| <p>Do you confirm, to the best of your knowledge and belief, that:</p> <p>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);</p> <p>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;</p> <p>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;</p> <p>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</p> <p>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.</p> <p>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.</p> <p><input checked="" type="checkbox"/> Please tick this box to confirm that the applicant agrees with the above statements.</p> |
| <p>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:</p> <p><input checked="" type="checkbox"/> Memorandum & Articles of Association</p> <p><input checked="" type="checkbox"/> Certificate of Incorporation (covered within our M&A, there is no hardcopy certificate)</p> <p><input checked="" type="checkbox"/> Application Payment (UK £ 600.00) non-returnable</p> <p><input checked="" type="checkbox"/> Photographs of the transmitter mast / building and aerial location.</p> |

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.

Andrew Sayers _____ (Name of person)

Station Manager _____ (Title or position in the applicant group)

20/10/2015 _____ (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.