



# Community radio licence application form

Version 4

**Winchester Radio**

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

2. Community to be served	Guidance Notes
Define the community or communities you are proposing to serve. Drawing from various sources of data (e.g. from the Office of Population, Census and Survey) and in relation to your proposed coverage area, please determine the size of the population concerned and the make-up of the population as a whole, along with any relevant socio-economic information that would support your application. (Please tell us the sources of the information you provide.)	<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>
<p><b>Answer in fewer than 300 words:</b></p> <p>Winchester Radio will serve the over 50s population of the city of Winchester and immediately-surrounding villages.</p> <p>According to the Hampshire CC Small Area Population Forecast 2014[1], the total population within the proposed coverage area is approximately 55,000, of which around 20,000 are aged 50+. By 2020, the 50+ group is predicted to have grown by 7%, and those 75+ by 12%, whilst only a 1% growth is expected in the 20-24 age-group, showing a significant change in age profile in the coming years.</p> <p>According to the 2011 census[2], across the wider Winchester District, 91.8% of the population identified as "White British". 59.7% said they held Christian faiths, 29.5% had no religion.</p> <p>According to the Joint Strategic Needs Assessment for the West Hants Clinical Commissioning Group[3], 10% of those over 60 are income-deprived, and two of the most-deprived areas are in Winchester. There is a relatively high proportion of people 65+ living alone, which increases the risk of loneliness and its associated poor health.</p> <p>Approximately 60% (and rising) of people in the CCG have an unhealthy weight. The CCG's modelled estimates suggest significant under-recording/under-diagnosis of all long term conditions (LTCs) - within our transmission area, almost 10,000 people with undiagnosed hypertension; over 3,000 with undiagnosed chronic kidney disease; over 1000 with undiagnosed heart disease; and almost 1,000 with undiagnosed diabetes. Only half of those with dementia are thought to have been diagnosed.</p> <p>Around 1000 people aged 65+ within our proposed transmission area are predicted to have depression, over 300 severe depression (2020: +20%).</p> <p>It is important to ensure that people are as healthy as possible as they enter older age to enable them to remain independent, with a good quality of life, for as long as possible, and to minimise the need and demand for social care and NHS services.</p> <p>References</p> <p>(1) <a href="http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm">http://www3.hants.gov.uk/factsandfigures/population-statistics/pop-estimates/small-area-pop-stats.htm</a></p> <p>(2) <a href="http://www3.hants.gov.uk/factsandfigures/population-statistics/ethnicity.htm">http://www3.hants.gov.uk/factsandfigures/population-statistics/ethnicity.htm</a></p> <p>(3) <a href="http://www3.hants.gov.uk/factsandfigures/jsna/jsna-2013.htm">http://www3.hants.gov.uk/factsandfigures/jsna/jsna-2013.htm</a></p>	

3. Proposed area	Guidance Notes
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'. <a href="http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf">http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</a></i>
The historic city of Winchester, the more modern suburbs (including Weeke, Teg Down, Winnall,	

Stanmore and Badger Farm), and the immediately surrounding villages (including Compton, Easton, Hursley, King's Worthy, Littleton, Oliver's Battery, Shawford and Twyford), all of which are within an approximate 5km radius from the transmission site.

## Programmes and programme output:

### Definitions:

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

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

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

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

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

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

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

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

- 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:**

As explained further in our answers to questions 2 and 5, our service will be targeted at the older generation in Winchester and surrounding villages. Our social objectives are to help make active ageing a reality, keeping people healthy, independent, socially-engaged, and fulfilled as valued contributors to society. However, we do not want to be a worthy but dull station - we want people to listen for our great music offering – but also engage with our speech content.

It is important that information and advice on health, wellbeing and lifestyle issues is produced and presented in an accessible and engaging way, and we are not seen to be “preaching” at people. The content must be much more subtle - aiming to “nudge” listeners into living a healthier, more fulfilled life. Recognising that music is the key driver to most people tuning in to a radio station, we intend that this content is delivered, embedded within, and interspersed amongst, predominantly music-led programmes.

We will feature voices from the local community talking about subjects close to their heart. Working closely with the various NHS and social care organisations within Winchester, we will identify specific health and wellbeing initiatives throughout the year, and focus interviews and features around these. We will also work with other organisations from within the local voluntary, charitable, social enterprise and cultural sectors, to cover their activities and to encourage participation.

In addition we will produce longer-form documentary-style programmes covering topics of specific interest to our audience – we envisage showcasing the work of various health/care services and council departments, and looking behind the scenes at local charities and cultural events – for example Rotary, Round Table, Theatre Royal, Winchester Film Festival and Hat Fair. We also envisage covering “set piece” public meetings, political hustings, etc.

There will be at least one discussion/phone-in programme per week focusing on topical local matters of interest – for instance, at the moment, major redevelopment of the city centre, re-provision of sports/leisure facilities and reconfiguration of hospital services are all being discussed.

We intend to provide sports programming, focusing on local sports clubs, their fixtures/events and encouraging participation. We envisage recruiting correspondents from within the local participative sports clubs to provide us with regular updates, and to encourage listeners to get involved.

We will broadcast hourly national/international news bulletins from Sky News Radio. There will also be daily updates and a weekly round-up of local news, produced in conjunction with our local news partner, Winchester Today – an existing Winchester-based local news organisation publishing online and via a monthly newspaper.

An events / what’s-on guide will be broadcast at least twice each day.

We will broadcast a “pause for thought” style programme each morning and evening. Whilst this will have a Christian religious element, aligned with the majority of our audience, we will ensure that it does not exclude those of other religions, or those who hold no religious beliefs.

There is a tremendous amount of local talent producing a range of material of interest to our audience, and we intend to showcase this. Music-wise, there are local singers, bands, groups, choirs and classical music groups. Non-musically, there are creative writing, theatre, and poetry groups. Listeners will be encouraged to contribute content.

During daytime (6am to 10pm), our music output will typically consist of a wide variety of pop, rock, jazz, easy listening, country and classical, covering the 1950s through to today, selected to particularly appeal to the over 50s living in Winchester. Playing music requests is proven to have a

positive impact on wellbeing, so we will broadcast daily request-led programming with regular invitations to make requests and dedications throughout the day. As a hospital radio station, we have over 30 years' experience providing a service primarily aimed at this audience, and have a good knowledge of what appeals, through requests made and audience surveys undertaken. We have over 3000 music tracks on our ployout system.

We appreciate that it is impossible to appeal to all people, all the time – there is inevitably a large difference in musical tastes between those aged 50 and those over 80, and thus we will broadcast specialist music and local interest programming targeting specific groups within our community: during the day, for instance, those working from home, those with caring responsibilities, the elderly, the housebound and those in hospital; during the afternoon, we might focus on reminiscence/nostalgia programming for the elderly and those living with dementia (our volunteers are Dementia Friends, and we are part of the Hampshire Dementia Action Alliance).

Through the night (10pm – 6am) the station will broadcast softer, more soothing programming – for example, instrumental and environmental music – providing relaxation to those listening.

We will broadcast 24 hours a day in English, from our studio based at the Royal Hampshire County Hospital. Music-to-speech ratio will be, on average, 70:30. Speech will be considerably lower between 10pm and 6am, and considerably more during specialist programmes, interactive features (such as quizzes), and documentaries. At least 80% of our output (and substantially all of our live programming) will be locally-produced by or specifically for us, and over 50% will be original, first-broadcast programming.

To enable us to offer a good quality, reliable service, whilst using an entirely volunteer staff, we will focus on local and original, rather than live, programming. We will use a mixture of voice-tracking, pre-recording, and modern technology allowing us to remotely record, upload and insert items into our schedule within minutes, even if the studio is unattended. At launch, we will provide at least 25 hours of live programming a week – envisaging at least 3 hours daily Monday to Friday, and 5 hours daily at weekends.

To make best use, and maximise the impact, of our speech-based programmes and features, we envisage repeating them across different days and day-parts. The majority of our speech-based content will also be made available online in the form of podcasts and as on-demand programming from our website.

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

**Answer in fewer than 400 words:**

Overall, a varied programme schedule will allow us to serve the needs of different segments of the community at different times.

Organisations in the local area have not only been supportive but keen to participate – in discussions, many have stated that having a local radio station to promote their organisations and services in detail can provide significant benefit, especially as many of our target audience do not have computers and internet access, thus cannot be contacted online.

A number of local statutory and third sector organisations have indicated that those who are housebound would be particularly keen to have a means to remain engaged with their community.

Providing local news and a regular user-contributed events guide meets a desire in the community to know what is happening in their local area, as well as providing a vital “nudge” to people in danger of social isolation to make the effort to get out-and-about, by providing ideas for recreational activities and participation.

By providing a mix of music covering a wide range of genres we will satisfy the desire of most people to be exposed to a variety of ages and styles of music, as evidenced by the wide variety of music requests we receive to our existing hospital radio service. Specialist music programmes will build on this and focus on specific genres, with the aim of possibly appealing to audiences who may otherwise not be engaged with our service. Request-based programming provides an excellent means of ensuring that we are accurately serving the tastes of our community; they have been the backbone of our hospital radio service for over 30 years, and remain extremely popular. Feedback from these request-based shows will help us adjust the balance of music throughout the rest of our programme schedule.

Online and social media will also be an important channel for us. Whilst the older generation is less of a user of these channels than the younger generation, this is changing all of the time, with increasing numbers of “silver surfers” actively using online services, especially social networks such as Facebook. We will add to this, promoting a mix of events happening across the community, to bring the local community together - such as cinema nights, tea dances, and quiz nights. We expect to be seen out-and-about in the community, appearing at fetes and public events, both promoting our service and the fete/event in question.

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

**Answer in fewer than 400 words:**

Winchester is served by: Capital, Heart, SAM FM, The Breeze and Wave 105, all based in Southampton, Fareham, or further afield; none providing content aimed specifically at Wintonians. There is no community radio station serving the city.

Winchester itself (as opposed to the wider region) has been historically served by a number of commercial radio stations, starting with “Ocean Sound North” (late 80s, now relaying Heart). A more-local licence focused on Winchester was originally awarded to Win 107, and is now part of a wider regional station group - “The Breeze” - with limited / no programming specifically targeted at / originating in Winchester for a number of years – currently all programming is shared with “The Breeze” stations serving the adjacent Southampton and Portsmouth licences.

None of these stations particularly aim their services at the over-50s: According to their formats, Capital is aimed at 15-24 year-olds, whilst Heart is targeted at those aged 25-44. Wave 105 is targeted at the over-30s, whilst SAM FM is aimed at the over-40s, although in practice they are both aimed predominantly at the younger-end of their respective target audiences.

Winchester is very distinct from the surrounding towns/cities of Southampton, Basingstoke and Portsmouth, and deserves its own radio station, serving its particular audience. Whilst it has proved unable to support a fully-commercial station in the city, we believe that our model of providing distinctive “radio for Winchester, from Winchester, by Winchester” on a non-profit basis, aimed at the older audience, and with a significant speech element, is sustainable.

By being hyper-local we will be able to feature news and events that are directly relevant to the Winchester audience. We will broadcast information, advice and support on a wide range of issues of interest to the older generation in Winchester, and integrated into our programme schedule across the day. By working with, and inviting participation from, a range of city-based organisations, we will be able to provide exposure to their causes – most of whom will have had no previous radio exposure.

Our wide music mix will complement, and be much wider than, that offered by any of those other services. Specialist programmes will hopefully attract listeners who may otherwise not engage with radio as an entertainment/information medium. Daily request/dedication-based programmes will allow people to actively influence the music played, not just during the request programmes but potentially across the remainder of the schedule.

## Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for ‘social gain,’ is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p> <p>Your draft ‘key commitments’ (later in this form) should include a summary of your proposed social gain set out below.</p>	<p><i>Broadcasting legislation specifies a number of ‘characteristics of community radio services’. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.</i></p> <p><i>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <p><i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i></p> <p><i>(b) the facilitation of discussion and the expression of</i></p>

	<p><i>opinion,</i></p> <p>(c) <i>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></p> <p>(d) <i>the better understanding of the particular community and the strengthening of links within it.</i></p> <p><i>Social gain may also include the achievement of other objectives of a social nature.<sup>1</sup></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>
--	--

**Answer in fewer than 1,500 words:**

**General**

Winchester Radio's charitable objective is to improve the health and wellbeing of the citizens of Winchester. We will do this through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health, through both our on-air and off-air activities.

The World Health Organisation's constitution states:

- *Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.*
- *The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.*
- *The extension to all peoples of the benefits of medical, psychological and related knowledge is essential to the fullest attainment of health.*
- *Informed opinion and active co-operation on the part of the public are of the utmost importance in the improvement of the health of the people.*

The WHO, the Royal Society for Public Health, the NHS, and the Local Government Association all endorse work identifying the determinants of health by Göran Dahlgren and Margaret Whitehead.

This work shows that the mental and physical health of people is affected by many things that the layman would not immediately associate with health. In addition to keeping fit and active, eating healthily, etc., health is also affected by the built and natural environment, the local community, housing, education, employment, etc. Thus, as well as encouraging people to directly look after their health through diet, fitness, sport, etc., health can be improved by encouraging people to engage in local civic society, the arts, and other aspects of local life.

Community radio is an ideal medium to deliver this encouragement – a fact accepted by the Charity Commission when it formally endorsed our charitable object by registering Winchester Radio as a charity - Winchester Radio being the first charity to adopt this object following negotiations between the national Hospital Broadcasting Association and the Charity Commission.

In terms of social gain as defined by the Community Radio Order, we intend to provide:

**Facilitation of Discussion and Expression of Opinion**

Our programmes will regularly include interviews and debates with and between professionals and local residents on subjects relevant to the local community. Topics envisaged could range from latest

---

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

advances in health research, through how well or otherwise local services are working, or how they are to be (or should be) reorganised, to (the currently very topical) major regeneration of the historic city centre and the expansion of the city through the building of new housing estates. We will also cover external speakers at venues such as the University of Winchester, the Discovery Centre and the Guildhall.

We will have facilities to include contributions from listeners by phone, email and social media.

### **Education or Training**

All volunteers will receive the training necessary for them to perform their roles with Winchester Radio. These roles and the associated training will include much more than just on-air roles, but also roles such as communications, sales and marketing, finance and business administration.

We have agreed a partnership with Winchester Today (a local online and newsprint news provider) that will enable their aspiring journalists (mainly 16-25 year-olds) to gain radio journalism experience in addition to the written journalism experience they currently receive.

As a hospital radio station, we have a long-standing relationship with the University of Winchester, whose campus is conveniently located adjacent to our studio at the Royal Hampshire County Hospital. The majority of courses at the university include a volunteering module, and we have been providing volunteering opportunities to students for many years. Given our target audience, both as a hospital radio station, and now as a community radio station, is much older, we are able to provide intergenerational experiences, building and enhancing the relationship between the growing student population and the older Wintonians to aid a more cohesive society.

Representatives of community organisations that work with us to promote their activities and services will benefit from media experience and training.

And all of our listeners will benefit from the wider educational material embedded within our programming.

### **Community Cohesion and Engagement**

#### **Promotion of Social Inclusion**

#### **Delivery/Promotion of Services Provided by Local Authorities and other Services of a Social Nature**

#### **Promotion of Civic Participation and Volunteering**

Our strapline is "Radio for Winchester, from Winchester, by Winchester". We aim to encourage our listeners to get actively involved in as many aspects of local community life as possible, as this has been shown to have a major positive effect on their health and wellbeing. To this end, we will heavily promote services by public authorities and community groups to our listeners, keep them informed about developments at the councils, within the health service, etc, and encourage our listeners to live healthy, active lives, engaged with their local community. We will encourage all forms of civic participation, from following what is happening in local politics, to attending a local church film club, to volunteering in local charities and social enterprises (including Winchester Radio!), and everything in between.

As a volunteer-led organisation ourselves, will also offer a wide range of opportunities for members of our target audience, and the wider Winchester community, to get directly involved in all aspects of the station.

As noted above, the volunteering opportunities that we will provide to students at the University of Winchester will help to build and strengthen relationships between the growing student population and the older generation of long-term residents of Winchester.

Our target audience of over 50s are likely to have, or be at increased risk of being diagnosed with, long-term health conditions such as diabetes, heart disease, COPD and dementia. Those with these conditions find it more difficult to live independent, active lives, and are in danger of social exclusion. We intend to promote the benefit of active, health living to those not yet experiencing these conditions, and also provide practical help, advice, reassurance and encouragement to those who have been diagnosed, preventing further complications. In addition to reducing the possibility of social exclusion, this could in turn have an impact on reducing re-admission to hospital.

Our health and wellbeing focus is in alignment with NHS strategy on both a national level (as set out in the NHS "Five Year Future View") and local level (as set out in the West Hampshire CCG Joint Strategic Needs Assessment), which is to focus on improving public health as well as encouraging

those that do need help to seek it sooner rather than later, and via community services rather than by attending A&E.

The 4<sup>th</sup> Annual Report (published Dec 2014) on the Government's cancer strategy "Improving Outcomes: A Strategy for Cancer" (2011) states that "lifestyle factors" are "responsible for over a third of cancers", and that "if the proportion of cancers diagnosed at stages 1 and 2 were increased by 10%, between 7,000 and 9,000 more people per year would survive their cancer for five years. However, a quarter of people are still diagnosed through emergency routes". The total annual cost of smoking in Winchester is estimated at £3.4m: £2.5m to the NHS, £850k to businesses due to productivity losses, and £39k due to the costs of passive smoking, with smoking cessation a key priority for the Winchester District Health and Wellbeing Board.

**Promotion of Economic Development**

We will provide local private and third sector businesses with the opportunity to promote their services through affordable advertising and promotion. We have already agreed a partnership with Winchester Today, an existing independent local news provider (online and newsprint), allowing them to raise their profile in return for providing us with local news updates and round-ups. We hope to agree other similar community partnerships if awarded a licence.

Advertisers will not just be a source of revenue for the station. We will encourage those in the community to support local businesses. Not only will this promote local economic development, but it will have a direct impact on the financial position of the proprietors, and indirectly on the staff they employ. Someone's financial situation has a large impact on their lifestyle and wellbeing, so the success of local businesses will be of great interest to us, as it will indirectly enable us to fulfil our charitable objective.

**Access and participation:**

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.</p>	<p><i>Legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>

**Answer in fewer than 400 words:**

Volunteering will be open to all aged 18 or over, subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training.

All those volunteering more than a *de minimis* number of hours/month will be eligible to apply for free membership of the charity, enabling participation in formal general meetings of the charity and to stand for election as a Trustee, subject to current restrictions under charity, tax and broadcasting law.

It is anticipated that, at least initially, Winchester Radio will be 100% volunteer-operated. As such, there will be a large variety of roles open to members of the target community (and others), including on-air presentation, production, programme scheduling, journalism, fundraising, engineering and technical, membership management, administration, finance, sales, and marketing.

These roles will provide opportunities for volunteers to develop technical skills and experience, build confidence and improve interpersonal skills, enhance skills in management, customer services and communication. Our hospital radio experience shows that volunteers appreciate the variety of opportunities available, often joining wishing to undertake one role and then becoming more interested and involved in others. We appreciate that a long-term, regular commitment isn't suitable for everyone, and will offer micro-volunteering and project-based opportunities.

Volunteer opportunities will be promoted on-air, on our website and through social media. We also have existing relationships with the local Volunteer Centre and University.

Winchester Radio already benefits from the experience and knowledge of our existing 20 volunteers

who currently provide our hospital radio service. If granted a licence, we would increase our recruitment and training so that we were benefitting from the services of at least a further 40 volunteers by the launch of service, increasing volunteer numbers further in subsequent years.

We will encourage local community organisations to avail themselves of the opportunity to get involved with Winchester Radio – this could be as simple as being interviewed, or taking-part in debates, through regular reports and pre-recorded packages updating listeners on developments, events, or (in the case of sports clubs) results, through to close, partnership working.

Local bands, musicians, singers, poets, writers and performers will be encouraged to submit samples of their work which can, if appropriate, be featured in our programmes.

Our studio, based at the hospital, is readily accessed from most areas of town, is on 3 local bus routes, 10 mins walk from the railway station, and is fully accessible, with dedicated disabled parking areas also available.

## 7. Access to facilities and training

## Guidance Notes

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

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

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

### Answer in fewer than 400 words:

Winchester Radio will be 100% volunteer-operated at launch. As such, there will be a large variety of roles open to members of the target community.

All of our volunteers will be provided with overall induction training and all necessary training relevant to their role(s) within Winchester Radio. For those roles that are directly related to broadcasting, this will include training in the operation of our broadcast equipment and audio playout systems, general presentation and interview skills, audio editing and production, and legal responsibilities.

Training will be delivered by experienced members of the team, and will cater for a variety of learning styles. Note that a number of our current and former volunteers work or have worked in local and national radio and television. Some of our alumni, who are not currently volunteering with us, have expressed a willingness to assist in training new volunteers.

It is hoped that our link with the University of Winchester will not only deliver benefits for students, but will allow partnerships in the provision of training. Furthermore these links could provide routes for educational progression for those who would like to develop their talents further.

In addition to the initial training, we have an on-going in-house modular training programme for our volunteers. Volunteers receive certificates of competency on successful completion of modules. We also take advantage of informal and formal training and networking opportunities provided by the Hospital Broadcasting Association (on various aspects of broadcasting and running a radio station), and the Foundation for Social Improvement, Small Charities Coalition, and Community First: Winchester (covering running and fundraising for a charity).

Within the legal restrictions on charity trading, and to the extent that our volunteer workforce permits, we will promote our services to individuals and organisations across our community as a cost-effective means of supporting their audio and broadcast needs. This may, for instance include utilising our facilities as a recording studio, undertaking an audio editing project or providing training with interview skills.

As a hospital radio station, we have a long history of providing public address and music at community events, our biggest event at the moment being the annual Clarendon Marathon, where we provide public address and race commentary.

Volunteer opportunities and services will be publicised via our website and promoted on-air, and via other local community organisations such as churches, parish magazines, lunch clubs and the Volunteer Centre.

**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"> <li>• make contact with your service, and</li> <li>• influence the operation of the service?</li> </ul> <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><b>Answer in fewer than 500 words:</b></p> <p><b>Accountability to listeners</b></p> <p>We will encourage feedback and interaction from listeners via our website and social networking services, as well as by email, telephone and letter, with regular promotion on-air. Our attendance at local events, such as fetes, civic events, community gatherings and sports events will provide additional opportunities for face-to-face feedback.</p> <p>We will produce a quarterly newsletter, containing news about developments at the station and inviting involvement, contributions, and feedback. This will be sent to all registered supporters and community partners (see below) by email, and promoted via social media and on-air.</p> <p>All volunteers will be trained on the procedure for handling and recording feedback, and dealing with complaints.</p> <p><b>Accountability to members</b></p> <p>Everyone who volunteers with Winchester Radio for more than a <i>de minimis</i> amount per month is eligible for free voting membership of the charity, entitling them to actively participate in formal general meetings and elect Trustees.</p> <p>Voting membership of the charity is also open to all on payment of a modest membership fee.</p> <p>We encourage feedback from all members at any time, both formal (through regular members' meetings) and informal (e.g. during conversations with individuals, or by email).</p> <p><b>Accountability to local Statutory and Community Organisations</b></p> <p>Local community organisations who are regular contributors to our service will be invited to provide feedback on how well we are serving them and their service users through email, telephone and social media. In addition, we will arrange a regular series of meetings where representatives from different interest groups (e.g. health, cultural, sports) can meet with the Trustees to discuss their views and ideas for improvement.</p> <p>Community organisations will also be able to receive copies of our quarterly newsletter by email.</p> <p><b>Accountability to the Business Community</b></p> <p>The local business community is key to Winchester Radio's financial sustainability. We will meet regularly and work with the local Chamber of Commerce and Business Improvement District to ensure that we offer local business the right mix of commercial and philanthropic opportunities.</p> <p>Local businesses will also be able to receive copies of our quarterly newsletter by email.</p> <p><b>Oversight by Trustees</b></p> <p>Reports on feedback/complaints, and the station's response will be reviewed by the Trustees at their regular meetings. We will also provide a formal complaints review procedure, whereby if anyone is unhappy with how their complaint has been handled, they can request a formal review by the Trustees.</p>	

**Guidance notes: station’s draft key commitments**

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

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

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

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

**KEY COMMITMENTS: to be completed by the applicant**

<p><b>Station name</b> [As in section 1 of this application]</p>	<p>Winchester Radio</p>
<p><b>Community to be served</b> [In no more than 30 words describe the community or communities you will serve. This should be a summary of section 2.]</p>	<p>The over 50s population of the city of Winchester and immediately-surrounding villages.</p>
<p><b>Proposed area</b> [State the proposed coverage area as set out in section 3.]</p>	<p>The historic city of Winchester, the more modern suburbs, and the immediately surrounding villages, all of which are within an approximate 5km radius from the transmission site.</p>
<p><b>Programming output</b> [This should be a summary of the answer you have given in section 4, in no more than <b>200 words</b>]</p> <p>Recognising that music is the key driver to most people tuning in to a radio station, we will deliver our social objectives through speech-based content embedded within, and interspersed amongst, predominantly music-led programmes, aiming to “nudge” listeners into living a healthier, more fulfilled life.</p> <p>We will feature voices from the local community, focus interviews and features around specific health and wellbeing initiatives, and cover activities of local voluntary, charitable, social, sports and cultural organisations.</p> <p>We will broadcast daily updates and a weekly round-up of local news.</p> <p>Our music output will typically consist of a wide variety of pop, rock, jazz, easy listening, country and classical, covering the 1950s through to today, selected to particularly appeal to the over 50s living in Winchester. Requests will be a key aspect of our programming output.</p> <p>We will broadcast specialist music and local interest programming targeting specific groups within our community, including those working from home, those with caring responsibilities, the elderly, the housebound and those in hospital.</p> <p>To make best use, and maximise the impact, of our speech-based programmes and features, we will repeat them across different days and day-parts.</p> <p>Live and/or original output: 25 hours live programming per week. 70 hours original programming per week.</p> <p>Locally-made programming: 80%</p> <p>Studio location: Royal Hampshire County Hospital, Romsey Road, Winchester, SO22 5DG</p>	
<p><b>Social gain</b> [Summarise the answers you have given in section 5.]</p> <p>Winchester Radio’s charitable objective is to improve the health and wellbeing of the citizens of Winchester. We will do this through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health, through both our on-air and off-air activities.</p> <p>Our programmes will regularly include interviews and debates on subjects relevant to the local community.</p>	

We will invite contributions from listeners by phone, email and social media.

We will encourage listeners to get actively involved in local community life, by promoting services from public authorities and community groups, keeping them informed about developments at the councils, within the health service, etc.

We will provide intergenerational volunteering opportunities.

We will provide local private and third sector businesses with the opportunity to promote their services through affordable advertising and promotion.

#### **Participation in the service**

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

Volunteering will be open to all aged 18 or over, subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training.

All active volunteers will be eligible to apply for free membership of the charity, enabling them to participate in formal general meetings of the charity and to stand for election as a Trustee.

We will encourage all local community organisations to get involved with Winchester Radio – this could be as simple as being interviewed, or taking-part in debates, through regular reports and pre-recorded packages updating listeners on developments, through to close, partnership working.

Local bands, musicians, singers, poets, writers and performers will be encouraged to submit samples of their work which will, if appropriate, be featured in our programmes.

#### **Access to facilities and training**

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

All of our volunteers will be provided with overall induction training and all necessary training relevant to their role(s) within Winchester Radio.

In addition to the initial training, we will have an on-going modular training programme for our volunteers.

Within the legal restrictions on charity trading, and to the extent that our volunteer workforce permits, we will promote our services to individuals and organisations across our community as a cost-effective means of supporting their audio and broadcast needs.

We will attend a range of local community events, providing coverage and, provide public address facilities where agreed.

#### **Accountability**

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

We will encourage feedback and interaction from listeners via our website, social networks, email, telephone and letter, with regular promotion on-air.

We will produce a quarterly newsletter, send it to all registered supporters and community partners by email, and promote via social media and on-air.

Voting membership of the charity is open to all active volunteers, and to anyone else on payment of a modest membership fee.

We will arrange a regular series of meetings where representatives from different interest groups (e.g. health, cultural, sports) can meet with the Trustees to discuss their views and ideas for improvement.

We will meet regularly and work with the local Chamber of Commerce and Business Improvement District to ensure that we offer local business the right mix of commercial and philanthropic opportunities.

Reports on feedback/complaints, and the station's response will be reviewed by the Trustees at their regular meetings. We will also provide a formal complaints review procedure, whereby if anyone is unhappy with how the complaint has been handled, they can request a formal review by the Trustees.

[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"> <li>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</li> <li>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</li> </ul>	
<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><b>Company (or other body corporate) name:</b></p> <p><b>Date of registration:</b></p> <p><b>Company registration number:</b></p> <p><b>Type of company (or other body corporate):</b></p> <p><b>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</b></p> <p>A CIO is an incorporated form of charity, registered and regulated by the Charity Commission. For more details see <a href="https://www.gov.uk/guidance/charity-types-how-to-choose-a-structure">https://www.gov.uk/guidance/charity-types-how-to-choose-a-structure</a>.</p>	<p>Winchester Radio</p> <p>4<sup>th</sup> March 2015</p> <p>Charity Registration number: 1160752</p> <p>Charitable Incorporated Organisation (CIO)</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"> <li>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 &amp; 12 below.)</li> <li>details of any individual, company or other body that may exert control over the applicant.</li> </ul>	<p><i>Oofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>
<p>Winchester Radio is constituted as an association form of Charitable Incorporated Organisation. As such, it has no owners, no individual, company or other body may exert control over it, and it operates</p>	

for solely charitable purposes, including “the advancement of health and prevention or relief of sickness for the public benefit through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health by (mainly, but not exclusively) the means of broadcasting health education messages to people living in [Winchester]”. (The other charitable objective is to provide a hospital radio service.)

It is governed by a board of Trustees, the majority of whom must be elected by the wider membership, which consists of the volunteers, and others who pay a modest annual membership fee. Members of a CIO are legally required to vote in the best interests of the charity.

There is also the option for the Trustees to appoint additional Trustees with particular skills or knowledge beneficial to the charity.

There are currently 4 elected Trustees and no appointed Trustees; if awarded a licence, we envisage that an additional three or four Trustees would join the board.

### 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"> <li>• A list of directors, indicating who is the managing director and/or chair (<b>please see question 12 regarding directors’ details</b>).</li> <li>• An indication of management structure (e.g. management committee or equivalent, if applicable), and/or</li> <li>• 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).</li> </ul>	<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>The following people are the current Trustees of Winchester Radio:</p> <ul style="list-style-type: none"> <li>• Anna O’Brien (chairman)</li> <li>• Paul Blitz</li> <li>• Nigel Dallard (treasurer)</li> <li>• Ian Kemp</li> </ul> <p>As explained in the answer to Q.10, additional Trustee appointments are anticipated if we are awarded a licence.</p> <p>All Trustees work in a voluntary capacity, and are collectively ultimately responsible for the operation of Winchester Radio.</p> <p>If awarded a licence, we envisage an executive team taking responsibility for the day-to-day operations (see answer to Q.13) leaving the Trustees to focus on the governance and strategic direction of the charity. As currently for the hospital radio service, some of the Trustees are expected to take up executive roles in addition to their trustee role.</p>	

12. Management and operations	Guidance Notes
<p>Please provide information regarding each director as set out below (some or all of which may be regarded as confidential).</p> <p>In addition if any individuals have been identified for management roles at the proposed station, please give further information in this section.</p>	<p><i>Ofcom needs to know about the proposed directors and chair of the applicant. <b>Some or all of the information given in this section will usually be removed from the publicly available copy of this application form.</b> (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why) by email to <a href="mailto:community.radio@ofcom.org.uk">community.radio@ofcom.org.uk</a>.</i></p>

**Anna O'Brien – Chairman of Trustees**

**Employment** Voluntary worker

**Other directorships** Member of Governing Council of Winchester Rotary. Committee Member of Dementia Friendly Winchester

**Relevant experience or qualifications**

17 years as volunteer with Winchester Hospital Radio. Trustee for 16 years, including significant periods as Fundraising Manager, Communications Manager, Programme Controller, Station Manager and, for the last 5 years, Chairman.

BA in English with Media, Film and Communications.

Dementia Friends Champion.

Worked in sales and has 4 years' experience in retail management, with direct line-management responsibility for a team of 50 staff. Has worked in the health and charity sectors for over a decade, holding a number and copywriting and communication roles. Recipient of bronze National Hospital Radio Award in Female Presenter of the Year category; and more recently involved in successive wins for Winchester Hospital Radio, including 2015 silver award-winning Best Speech Package.

**Paul Blitz - Trustee**

**Employment** Technical trainer and consultant for IT/networking distributor.

**Other directorships** none

**Relevant experience or qualifications**

32 years as a volunteer with Winchester Hospital Radio, over 25 of which as a Trustee – primarily Chief Engineer. Led design, building and commissioning of all three studio locations used by Winchester Hospital Radio.

BSc in Electronic Engineering.

Has won two awards for his (work-related) technical training in the last 4 years.

**Nigel Dallard – Trustee & Treasurer**

**Employment** Principal Technologist at technology consultancy

**Other directorships** Trustee and Company Secretary for national Hospital Broadcasting Association

**Relevant experience or qualifications**

28 years as volunteer with Winchester Hospital Radio, for 23 of which he has been a Trustee – initially as Chief Engineer (11 years) and then as Treasurer (12 years). Hospital radio accounts prepared by Nigel were recognised by the Charities Aid Foundation as the best from a small charity in 2005.

15 years as volunteer with Hospital Broadcasting Association, initially as webmaster, and then for the last 12 years as Trustee and Company Secretary.

Chartered Engineer, with BSc in Electronic Engineering.

**Ian Kemp - Trustee**

**Employment** Senior Trainer for a Phase 3 (Trade) Training at MOD Training Establishment.

**Other directorships** None

**Relevant experience or qualifications**

10 years as a volunteer with Winchester Hospital Radio, for 7 of which he has been a Trustee, variously holding the positions of Fundraising Manager, Station Manager and Vice Chairman.

Whilst serving in the Army, employed for 4 years as a trainer, on courses attended by Officers, Non-Commissioned Officers and civilians. On leaving the services he worked for the MOD, initially as a trainer, before being promoted to Senior Trainer. Responsibilities now include Trainer Development (for both military and civilian trainers) and planning, scheduling and managing all resources to ensure the Training Squadron can fulfil its assignments for the MOD Training Requirement Authority.

Relevant Qualifications: Mental Health First Aid Course for the Armed Forces Community, Equality & Diversity Adviser, Dementia Friend and Army Staff Leadership School Master Coach.

**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.**

**Kevin Gover – Managing Editor of local news partner**

**Other directorships** Winchester Today Media Group Ltd. Hampshire Today Ltd

**Relevant experience or qualifications**

Radio presentation since 1981, including SIS Radio Brussels, Ocean Sound, BBC Wiltshire Sound, Spire FM, Wessex FM, Dream 107.2.

News Management across multiple newsrooms from 2001, including Wessex FM, Tindle Radio. National experience at ITN, IRN and Sky from 2009.

PGCE Professional Certificate in Education, Level 5, Greenwich 2011.

Lecturer in Radio Journalism, Goldsmiths, since 2011.

BJTC Course Assessor since 2013.

MA in International Journalism for Media Professionals, Edinburgh Napier, 2015.

### 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.*

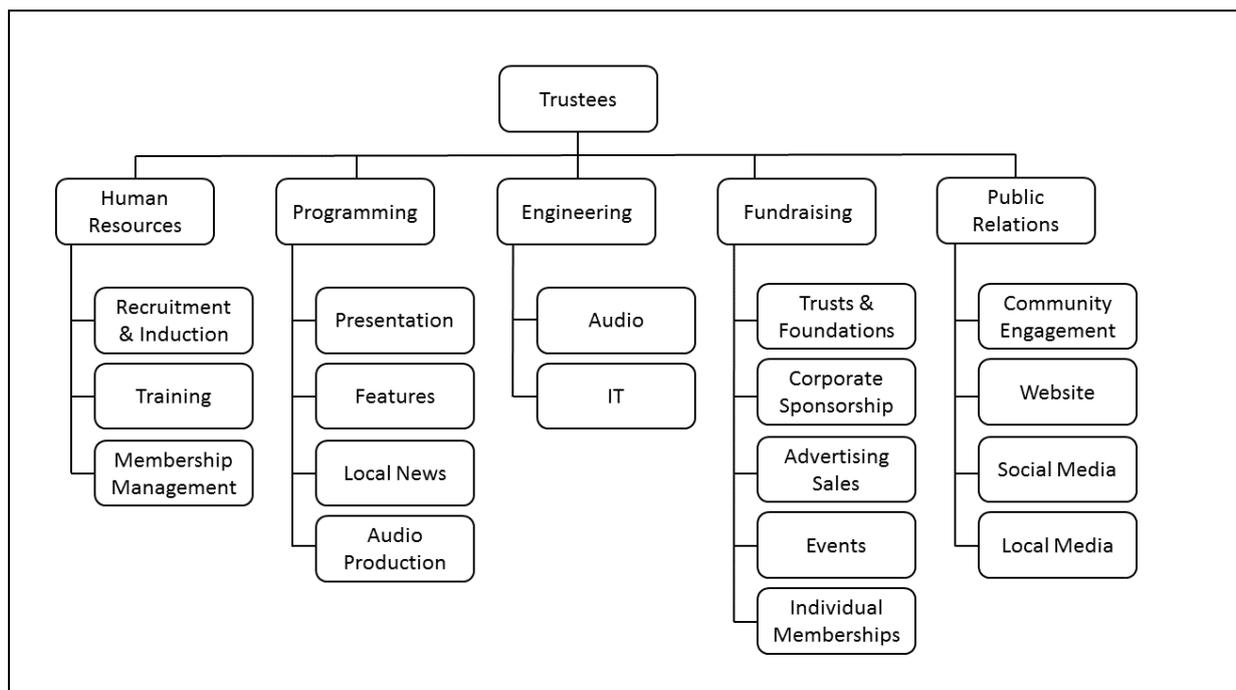
**Answer in fewer than 400 words, plus organisation chart (optional):**

It is intended that, at least initially, Winchester Radio will continue to be run by volunteers. Our hospital radio experience has demonstrated that, whilst this presents challenges, they are able to be overcome; this will also enable us to keep our running costs to a minimum.

Building on our existing hospital radio structure, we envisage a number of key Executive roles supporting the board of Trustees, whose role is to govern and be in ultimate overall charge of the charity and its operations. The Programming Executive Manager will take the lead in ensuring compliance with the Broadcasting Code, and the Fundraising Executive Manager will take responsibility for ensuring that the community radio funding rules are adhered to.

The Executive roles (Human Resources, Programming, Engineering, Fundraising and Public Relations in the organisation chart below) each have a number of roles reporting to them. These may or may not be Team Leader roles – for example, there will be a Presentation Team Leader, to whom all the presenters report, but it is quite likely that we will only have a single person responsible for fundraising from Trusts and Foundations.

It is envisaged in some circumstances that one volunteer may take on more than one role in the organisation chart below.



**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:**

The unincorporated registered charity Winchester Hospital Radio was formed in 1983 by a group of Winchester-based volunteers at the then Southampton and Winchester Hospital Broadcasting Association, with the aim of providing a local service, tailored to the specific needs of patients in hospital in Winchester. The service launched the following year, and continues today – over 30 years later.

The service was initially just a 2 – 3 hour “opt-out” from BBC Radio 2 on the old hospital 100V-line bedside radio distribution system, broadcast from a studio in an unused office at the then elderly-care hospital around half a mile from the Royal Hampshire County Hospital. In the 1990s, with the closure of the hospital in which we were housed, accommodation was found for us in out-buildings on the main hospital site.

Today our studio is in the most-modern of the hospital’s wings, with heads-of-terms agreed with the hospital’s management for a formal 10-year secured lease. We provide a 24-hour service (facilitated by a sophisticated computer audio playout system) to patients in the hospital via the Hospedia bedside entertainment system.

Throughout all this time, the charity has been self-funding, with no regular financial support from the NHS or local authorities (other than free studio accommodation and utilities).

Winchester Radio was created and registered as a Charitable Incorporated Organisation in March 2015 to both take over the hospital radio service, and to enable us to apply for a community radio licence, and has appropriately-widened charitable objects. Winchester Radio will officially take over the hospital radio service and receive the hospital radio station’s assets, before the end of the year, at which point Winchester Hospital Radio will be dissolved.

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

**Answer in fewer than 150 words:**

As explained above, we have provided a hospital radio service for over 30 years.

The station has had a particular focus on music request programmes, interaction with our audience, and speech radio.

From the launch, the station broadcast a daily request programme “The Sound Remedy”, with volunteers visiting patients on the ward, collecting requests and dedications ahead of the programme. Since moving studio to the RHCH site, we have had audio landlines to all wards, and have a “Ward OB” kit with wireless headphones and microphones built into flightcase which enables us to broadcast from the patients’ bedside, with our presenters chatting to patients and getting them to introduce their requests.

We have interviewed numerous local and national personalities and characters on our chat programme “Person to Person”. Our coverage of events and activities in Winchester and the surrounding area is regularly recognised in the National Hospital Radio Awards.

**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:

We are experienced in fundraising to cover our annual running costs, in addition to larger capital projects. We have had a surplus of income over expenditure in 12 out of the last 15 years. The only years where we have spent more money than we have raised is when building/equipping new studios. Over the last 15 years, we have raised over £140,000.

Between the four current Trustees, we have over 80 years of experience of being hospital radio charity trustees. One of our Trustees has been a Trustee, and Company Secretary, of the national Hospital Broadcasting Association for the last 12 years, and provides its over 200 members advice and guidance on charity governance. Our Chairman currently sits on the governing Council of the local Rotary club.

Three of our current Trustees have provided training at events organised by the Hospital Broadcasting Association; two are professional trainers.

**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:

In addition to the hospital radio experience noted above, a number of our group are current or former media professionals: a current commercial radio journalist, a current commercial TV journalist, a former national radio travel correspondent, a current freelance videographer, cameraman and video producer.

The Managing Editor of our local news partner is a radio journalist with 15 years’ experience at local and national level. Prior to this, he has 20 years’ experience of commercial radio presentation.

**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"> <li>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;</li> <li>evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc;</li> <li>results of research;</li> <li>summary of support from local politicians, councils, educational or religious bodies etc;</li> </ul>	<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</i></p>

<ul style="list-style-type: none"> <li>• summary of support from local business or other sectors;</li> <li>• evidence of support from your proposed target community.</li> </ul>	<p><i>any such supporting evidence. If we wish to see the source material, we will ask for it.</i></p>
<p><b>Answer in fewer than 1,000 words:</b></p> <p>We have strong support from all parts of the NHS locally:          Dr Tim C, Winchester GP and Clinical Executive Director for Primary and Community Care at West Hampshire CCG says:  <i>"[your plans] would bring real benefits to our more elderly patients. For those who perhaps don't access the internet and other communication channels, the radio can sometimes be a source of information on a range of topics including health.</i>  <i>"It would give the CCG an excellent way of sending out health messages and advice to older people in our community. It also gives us a direct link to our patients in Winchester, so we can give them local health advice specifically tailored for the Winchester area. "</i></p> <p>Donna G, COO of Hampshire Hospitals NHS Foundation Trust, describes our proposals as "innovative" and "exciting", confirms the Trust's support, and says:  <i>"Your plans to serve the city, with a focus on improving people's health and wellbeing, helping them to live a healthier, independent and fulfilled life for longer is entirely aligned with NHS policies and strategies, both nationally and locally.</i>  <i>"The NHS 'Five Year Forward View' [...] specifically highlights the 'health and wellbeing gap', and says that the NHS [...] must 'get serious about prevention', and go further in 'incentivising and supporting healthier behaviour'. [...] Your proposals for Winchester Radio are focused exactly in these areas."</i></p> <p>Meline T, Communications Business Partner at Southern Health NHS Foundation Trust, reiterates some of the above and says that the Trust:  <i>"[is] interested in working with [Winchester Radio] to assist in communicating with local people about health issues. We [...] often need to inform about events, and give health advice such as self-care."</i></p> <p>Steve M, Community Outreach and Engagement Officer at Healthwatch Hampshire, the statutory watchdog that promotes the improvement of local health and social care services says:  <i>"What you are proposing could provide real benefit to many people in Winchester, particularly older people who listen to the radio as a means of engaging with the local community. [It] would provide a unique service in the City.</i>  <i>"[Healthwatch] can see how the station would encourage people to be engaged with their community, and promote active ageing – encouraging older people to live healthy, independent lives.</i>  <i>"We already have a strong working relationship with the hospital radio to promote our work and to encourage people to feedback about the services they receive."</i></p> <p>We also have the full support of both the county and city councils.          Cllr R Perry, Leader of Hampshire County Council:  <i>"Winchester is a great city, but with a higher than average proportion of elderly residents. Whilst young people have all the advantages of and make full use of social media, for older citizens the radio is still a vital and popular form of communication [...] It's a wonderful idea to have a station targeted at their needs and interests."</i></p> <p>Cllr A Clear of Winchester City Council, and currently Mayor of Winchester:  <i>"[your service] will help reduce social isolation and keep older people in touch with what is going on in their community and hopefully encourage them to get involved. It will provide a voice for many excellent charity organisations across the district and promote their work. It will involve intergenerational volunteering – helping all parts of the community to work together and be involved.</i>  <i>"It will be a radio for Winchester from Winchester, something very different."</i></p> <p>Steve Brine, our MP is 100% supportive:  <i>"Winchester Radio's plans to reach out to older people, aged 50+ who are living and working in Winchester, makes perfect sense as radio is a powerful medium, and one which this generation regularly listen to and trust.</i>  <i>"I know from my work in Government at the Department of Health that encouraging people to live</i></p>	

*healthier, independent lives is so important, and Winchester Radio's planned service could do much to support this. I wish you the best of luck with your application."*

Tom B, Development Manager for Community First:

*"As a Council For Voluntary Services we believe that Winchester Radio presents a unique opportunity to combat social isolation and provide an invaluable community asset for community based services to engage with their target audience through the medium of radio."*

*"We have a strong and vibrant voluntary sector in West Hampshire with over 200 member organisations in the Winchester district alone. There are many local charities and community groups that already contribute to providing community based health and social care services. Granting this licence would enhance [their] capabilities to communicate key messages to stakeholders and beneficiaries in the wider community."*

*"Integration is a vitally important aspect of the experience of health and care services and we believe the voluntary sector has a vital role to play in supporting the delivery of this objective [...]. Winchester Radio offers a key vehicle to communicate with this demographic with the over 50s."*

As well as a firm offer of £1,000 a year from a local care-provider, we have already attracted positive comments from a range of local independent businesses, showing that there is a demand for reasonably-priced commercial opportunities on a Winchester-focused station:

*"the ability to facilitate small business to advertise via an effective/cost-sensitive medium would be a great bonus"*

*"Winchester Radio [would be] connecting the local community and the best of local businesses"*

Our plans have also attracted a range of positive comments from the older generation in Winchester, following presentations and local newspaper coverage. We won funding for this application in a public vote in the "Winchester Have Your Say" awards. Other representative comments:

*"It would be great to have a local channel highlighting what's-on notices and local interest pieces"*

*"A really great idea, as there's not a lot for the over 50ish – I would listen to such a station"*

*"It would be great to have radio provided by locals"*

*"The potential to reach so many with local news, views, etc certainly has my vote"*

*"Local clubs and societies would love to promote themselves, and it could run interviews with their representatives."*

## Ability to maintain the service – financial information:

### 16. Pre-launch financial information

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

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

### 17. Year 1 financial information - income

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

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

### 18. Financial information – in-kind support

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

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

**19. Year 1 financial information – outgoings**

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

*Please note the categories listed below are examples for guidance only and may not be relevant to all applications. Please add further items if required.*

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/](http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng_code/)

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

## 25. Engineering information

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

		Answer
Waveband:	Is the application for an FM licence?	Yes
	Is the application for an AM licence?	No
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <i>If you have answered YES to this last question please complete the questions below separately for both an FM transmission site and an AM transmission site.</i>	No
	Do you understand the fundamental differences between FM (VHF) and AM (MF) services and have you incorporated these below and in, for example, your start-up and other costs, detailed earlier?	Yes
Transmission site address:	What is the postal address and post code:	Royal Hampshire County Hospital, Romsey Road, Winchester, Hampshire, SO22 5DG
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: <a href="http://www.ordnancesurvey.co.uk/oswebsite/index.html">http://www.ordnancesurvey.co.uk/oswebsite/index.html</a>	SU 470 293
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	99.5m

	In metres, what is the total height of the mast / building Above Ground level (AGL)?	23.6m
	What is the height, in metres, of the transmitting antenna AGL?	28.6m (we anticipate installing a mast lifting the antenna 5m above the top of the existing flue stack to which it will be fitted)
	Please supply photographs of the transmitter mast / building and aerial location.	✓
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 availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	No
	Applicant group owns site?	No
	Other – please specify.	
<i>(Note: we cannot consider an application if no site has been identified.)</i>		

**How to contact you:**

26. Public contact details	Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.	<i>Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
<b>Name:</b> Anna O'Brien <b>Phone:</b> 01962 250143 <b>E-mail:</b> <a href="mailto:community.radio@winchesterradio.uk">community.radio@winchesterradio.uk</a> <b>Website:</b> <a href="http://winchesterradio.uk">winchesterradio.uk</a>	

**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
<b>APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS</b>
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.

**Winchester Radio** community radio application

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.)		
<b>Activity/involvement</b>	<b>By the applicant and/or a shareholder or member (section 11 of this application form)</b>	<b>By a director (section 12 of this application form)</b>
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
<p><b>Other interests</b></p> <p>2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)</p>		
None		
<p><b>Other matters</b></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;</p> <p>(ii) any director of the applicant;</p> <p>(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>		
None		
Do you confirm, to the best of your knowledge and belief, that:		
4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);		
5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;		
6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;		
7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and		

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

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

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

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

Memorandum & Articles of Association (actually Charitable Incorporated Association Constitution)

Certificate of Incorporation (actually Certificate of Charity Registration)

Application Payment (UK £ 600.00) non-returnable

Photographs of the transmitter mast / building and aerial location.

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

Anna O'Brien \_\_\_\_\_ (Name of person)

Chairman of Winchester Radio \_\_\_\_\_ (Title or position in the applicant group)

18<sup>th</sup> October 2015 \_\_\_\_\_ (Date)

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