

General information

(a) Name of Applicant, Address, Telephone and E-mail

Note for new applicants: This must be a single legal entity: either a body corporate or a named individual person. If the former, a copy of the certificate of incorporation must be included with the application.

Town FM Limited

Address: 12 Alpha Business Park
White House Road
Ipswich
IP1 5LT

Telephone: 01603 703300
E-mail: pcaborn@celador.co.uk

(b) Main Contact (For Public Purposes)

Please nominate at least one individual to deal with any press or public enquiries, stating:

Name: Phil Caborn
Telephone (daytime): 01603 703300
Address: 12 Alpha Business Park, White House Road, Ipswich, IP1 5LT
E-mail: pcaborn@celador.co.uk

(c) Station Name (if decided)

Town FM

(d) Main Contact (For Ofcom Purposes)

Please nominate one individual to whom questions of clarification and/or amplification should be sent, stating:

Name: Richard Johnson
Address: Celador Radio, County Gates, Ashton Road, Bristol,
BS3 2JH
E-mail: rjohnson@celador.co.uk

This information may be submitted in confidence, separately from the other responses in this section.

Section 105(A): Ability to maintain proposed service

1. Ownership and control of company which will operate the licence

(a) Board of Directors

i) Provide the name, occupation, other directorships, other media interests, and, if not a director of an existing Ofcom radio licensee, the relevant media experience, of each director (executive and non-executive), including the proposed chairperson.

Town FM – a local station underpinned by experience and passion

For a small station, we recognise this is a big board. It is the board of Celador Radio with the addition of two local directors.

The board of Town (which is also the board of the other four Anglian stations) brings decades of experience not just in a range of relevant and complementary abilities in all aspects of radio operations but also in the specifics of sales and management in the East Anglian market.

The directors have a wealth of skills in creativity, sales, management, finance, business, marketing, operations and technology that are essential to the successful delivery of local commercial radio services, often in challenging trading conditions.

Our board is led by our Chairman Paul Smith who, having created one of the world's most successful television formats and collected numerous international television and film awards, retains a lifelong passion for radio and is the driving force behind Celador Radio. Operationally, CEO Carol Edwards brings her extensive experience of commercial radio sales and operations to the company and Andrew Dickey has fifteen years of commercial radio sales experience in both small and large operations. Technical Director Dan Overy has built the engineering side of the business from a single station to a portfolio of twenty-seven and our newest director, Rob D'Ovidio, has successfully programmed both small and large commercial stations to market leading positions in his twenty-one-year career.

In finance, Paul Charman has significant hands-on experience in financial management and is supported by Celador's long standing non-executive director, Stephen Dover, who has over forty years of media finance experience. Phil Riley brings an extraordinary wealth of commercial radio experience from a lifetime in the industry, as does Lyn Long with a thirty-year career in radio operations and management, including many years operating in East Anglia. Finally, Phil Caborn has a long and successful radio sales and management career and is a full-time executive director, overseeing and running our East Anglian operations.

Chairman

Name: Paul Smith CBE
Occupation: Company Chairman
Other directorships: Celador Radio Limited, Celador Entertainment Limited, Celador (Crawlspace) Limited, Celador Radio Broadcasting Limited, Celador Music And Events Limited, Celador (A Way Through The Woods) Limited, Rainy Puddles Limited, Dirty Pretty Things Limited, Celador Films Limited, Lusam Music Limited, Celador Theatrical Productions Limited, Anglian Broadcasting Company (Holdings) Limited, Anglian Radio Limited, East Coast Radio (The Beach) Limited, North Norfolk Radio Limited, 99.9 Radio Norwich Limited, Mellow 1557 Limited, Celador Radio (TRL) Limited, Celador Radio (South Devon) Limited, Celador Radio (Thames Valley) Limited, Celador Radio (Swindon) Limited, Celador Radio (Andover) Limited, Celador Radio (Newbury) Limited, Celador Radio (Bath) Limited, Celador Radio (South West) Limited, Celador Radio (BCR) Limited, Celador Radio (Portsmouth) Limited, Celador Radio (Southampton) Limited, The Breeze Radio Limited, Midwest Radio Limited, Radiocentre Limited, Barnes Restaurant Limited, Barnes Cinema Limited, Slumdog Distribution Limited, Slumdog Films Limited, Slumdog The Musical (London) Limited, Slumdog The Musical (International) Limited, Scouting Book Films Limited, Descent 2 Films Limited, Descent 2 Distribution Limited, Centurion Films Limited, Cregagh Properties LLP

The founder, sole shareholder and Chairman of Celador Radio has an extraordinary track record in entertainment. Paul's creative and media business credentials are second-to-none and under his leadership Celador has won BAFTA, Emmy, Golden Globe and Academy Awards. Having achieved global success in television and film, Paul has left those media behind to concentrate on his first love, radio.

Paul entered the media world in 1966 when he joined BBC Television in London as a trainee projectionist. Within a few years he was directing children's programming for BBC TV. As a freelance entertainment producer in the 1970s, Paul introduced Jasper Carrott to British TV audiences and created 'It'll Be Alright on the Night', receiving a BAFTA nomination and winning a Silver Rose of Montreux in the process.

In 1983, two years after establishing Complete Video Facilities Ltd as a leading television post-production facilities company, Paul set up Celador Productions. Its TV successes include 'Auntie's Bloomers' (BBC1), 'Carrott's Commercial Breakdown' (BBC1), 'Talking Telephone Numbers' (ITV1), 'Winning Lines' (BBC1), 'The Detectives' (BBC1), 'You Are What You Eat' (Channel 4), and 'The Hypnotic World of Paul McKenna' (ITV1).

Paul was also the brains behind 'Who Wants to Be a Millionaire?'. A global phenomenon, 'Millionaire' would win a BAFTA and two Emmys for Paul, become a TV sensation in 120 countries (and 83 languages) around the world and is widely recognised as one of the most successful television formats ever. It also took ABC in the US from fourth rated network to first.

In 2002 Paul created Celador Films and its first release, 'Dirty Pretty Things', premiered at the Venice Film Festival that year, garnering nine international awards and an Oscar nomination. And then there's 'Slumdog Millionaire'. Produced and financed by Celador with Paul as Executive Producer, this was the critical and box office motion picture hit of 2009, winning eight Academy Awards (including Best Picture), seven BAFTAs (including Best Film), five Critics' Choice Awards and four Golden Globes.

In 2012 Paul's achievements were further recognised with the award of a CBE for services to the Media Industry and an honorary degree of Doctor of Science from the University of Ulster for services to media and enterprise (where he was described as a media maestro) and in 2014 an honorary degree of Doctor of Media from Southampton Solent University (described as a media maverick).

After an extraordinary career spanning over fifty years in the media, Paul's enthusiasm is as strong as ever and he actively leads Celador Radio on a day to day basis.

Name: Carol Edwards
Occupation: Chief Executive Officer, Celador Radio
Other directorships: Celador Radio Limited, Celador Radio (South Devon) Limited, Anglian Broadcasting Company (Holdings) Limited, Anglian Radio Limited, East Coast Radio (The Beach) Limited, North Norfolk Radio Limited, 99.9 Radio Norwich Limited, Mellow 1557 Limited

Carol first worked in the entertainment industry in 1993 when she joined First Leisure as a sales executive, progressing to regional sales and marketing manager for the North West and Midlands, overseeing a portfolio of 150 nightclubs.

In 2000 she entered the radio industry as marketing manager for Birmingham's Galaxy 102.2. Eighteen months later she was elevated to sales and promotions manager for Chrysalis Radio's West Midlands division, where she was responsible for the Heart and Galaxy brands. Her role expanded to include Bristol and Heart East Midlands.

In 2007 Carol was promoted to sales controller West Midlands, becoming responsible for all revenue across Heart and Galaxy and managing a team of twenty. Two years later she moved to Leicester Sound as managing director, growing audience reach to a seven-year high and increasing revenue by 20%. This was followed by a move to Smooth Radio West Midlands as sales manager where she led a team of ten and grew revenue by 16%.

In 2012 Carol decided to head south to join Celador Radio as Regional Managing Director, South of England. With a portfolio of six stations she grew revenue by over 20% annually and twelve months later was appointed group head of SPI.

In 2015 Carol accepted the role of Chief Executive Officer at Celador Radio. She has since remodelled and re-invigorated the company and overseen the growth to and integration of twenty-seven stations. Based in Southampton, Carol spends a significant amount of her time around the group, involving herself at a local level.

Name: Paul Charman
Occupation: Finance Director, Celador Radio
Other directorships: Celador Radio Limited, The Breeze Radio Limited, Celador Radio Broadcasting Limited, Celador Radio (Newbury) Limited, Celador Radio (Thames Valley) Limited, Celador Radio (Swindon) Limited, Ivel FM Limited, Celador Radio (BCR) Limited, Vale FM Limited, Celador Radio (TRL) Limited, Celador Radio (South Devon Limited), Celador Radio (Andover) Limited, Celador Radio (South West) Limited, Midwest Radio Limited, Devon Radio Limited, Delta Radio Limited, Celador Radio (Bath) Limited, Celador Radio (Portsmouth) Limited, Kestrel FM Limited, Celador Radio (Southampton) Limited, Anglian Broadcasting Company (Holdings) Limited, Anglian Radio Limited, East Coast Radio (The Beach) Limited, North Norfolk Radio Limited, 99.9 Radio Norwich Limited, Mellow 1557 Limited

Paul began his career in 2007, working as a trainee accountant for one of the south coast's largest independent firms of chartered accountants. The company sponsored Paul to study his Association of Certified Chartered Accounts exams and in 2011 he qualified.

A year later he joined E & J Capital Partners, an investment company with a portfolio of 50,000 properties. As Finance Manager, Paul was responsible for the production of management accounts, cash management and large scale re-structuring.

In 2015, he moved to Ocean Safety Limited as Finance Manager, where he had full financial control of a £13m turnover. Paul was then promoted to Group Financial Controller of Ocean's parent company 3Si, an international marine safety manufacturer with £30m annual revenue.

In August 2016 Paul joined Celador Radio as Financial Controller, being promoted to Finance Director four months later. He manages a team of seven in Celador's offices in Basingstoke.

Name: Andrew Dickey
Occupation: Group Commercial Director and Regional Managing Director – South West, Celador Radio
Other directorships: Celador Radio Limited, Celador Radio (South Devon) Limited, 12 Royal York Crescent Management Limited, Anglian Radio Limited

Andrew's first involvement in radio was at the age of fourteen, when he presented his own show on Radio Warneford at Warwick Hospital. At Newcastle University he ran the student radio station and graduated in English and History.

On leaving Newcastle he moved to Stratford Upon Avon to join local radio station The Bear as a sales executive. As part of his duties, he presented the late show from 10pm to 1am every weekday evening. In 2004 he was approached by Chrysalis Radio for his sales rather than programming skills, to work in Birmingham as Group Co-Funding Account Manager.

In 2007 Chrysalis was acquired by Global Radio and Andrew was promoted to Account Director, being further promoted two years later to run the agency sales team in the West Midlands. In 2011, he won 'Best Business Win' at the annual Global Radio Awards.

The following year Andrew was approached by his largest client, McCann Erickson, to head up its new business team. Working with a group of six, he grew its business by 20% in the first year and was promoted to the board as Chief Growth Officer across the Bristol, Birmingham and Luton offices. Whilst at McCann he was sponsored to complete his Chartered Institute of Marketing professional diploma.

In 2015 he was approached by Celador and returned to the radio industry as Regional Managing Director for the South West. He was recently appointed to the additional role of Group Commercial Director, responsible for all sales activity and revenue generating initiatives across the Celador Radio portfolio.

Name: Robert D'Ovidio
Occupation: Group Programme Director
Other directorships: Anglian Radio Limited, Celador Radio Limited

Rob became one of the youngest ever commercial radio presenters when he joined Orchard Media Group at just fifteen years old. The group operated Orchard FM, Lantern FM and Gemini FM & AM and during his five years with the company Rob presented the breakfast show on Orchard, scheduled music for the group and managed and produced programme content at a time when Orchard achieved its highest RAJAR weekly reach of 49%.

In 2001 he moved to London to become Station Manager of country station Ritz 1035, later leading a rebrand of the service to the country/rock formatted Mean Country 1035.

After two years he was recruited by Bauer to launch the digital radio versions of their national magazine brands - Heat, Smash Hits, Q, Kerrang! and Mojo. As Station Manager he was responsible for all output across the five services and took Smash Hits to become the second biggest digital only commercial station in the UK.

In 2009 he was appointed Programme Director of Choice FM. Managing a team of thirty, Rob took the audience to record figures, winning the Urban Music Award for Best Radio Station three years in a row.

In 2012 Rob was promoted to Brand Managing Editor of the Capital FM portfolio, responsible for all output and events for the Capital brand on both radio and television. Under his leadership of a team of more than 100 across the network, the brand won a Sony Gold for Breakfast Show of the Year and Arqiva awards for Best Event for both Capital's Summertime Ball and Capital's Jingle Bell Ball.

In May 2016 he was recruited as Group Programme Director at Celador Radio, responsible for output across all stations and brands. He joined the board of directors in January 2018.

Managing Director

Name: Phil Caborn
Occupation: Managing Director, Anglian Radio
Other directorships: Anglian Radio Limited, East Coast Radio (The Beach) Limited, North Norfolk Radio Limited, 99.9 Radio Norwich Limited, Mellow 1557 Limited

Raised in Suffolk, Phil began his working life in 1985 at Lacy Scott & Sons Estate Agents. He progressed through the organisation to become Manager, where he oversaw activities in offices at Bury St Edmunds, Brandon, Thetford, Diss and Newmarket.

In 1996, Phil commenced his media career as an account manager at SGR FM, Ipswich. He progressed to become Team Leader and, by 2003, Sales Manager. It was then that the GWR group offered him a new position across Cambridge and Peterborough. Here, as Head of Sales he managed sales teams for both Q103 and Hereward FM.

In 2006, shortly after the merger of GWR and Capital Radio, Phil was offered the position of Head of Sales at Essex FM. Here he was responsible for running a multi-site sales team with operations in Chelmsford, Colchester, Harlow and Southend. When, in 2009, the station was rebranded as Heart Essex, Phil was promoted to Commercial Director.

After a decade of managing sales at the Essex station Phil left to join SVC, a Colchester recruitment, HR and training organisation, as Business Development Director.

In June 2017 he was appointed as Managing Director of Anglian Radio, with day to day operational responsibility for the five East Anglian stations. Phil also serves as a trustee of the five Anglian Radio charities including Town 102 Kids Trust.

Name: Dan Overy
Occupation: Group Technical Director, Celador Radio
Other directorships: Celador Radio Limited, Anglian Radio Limited

When Celador Radio acquired Anglian Radio in January 2017, Dan's career came full circle. Born and raised in Lowestoft, Dan's local station was The Beach and it was here that he first experienced the workings of a commercial radio station. At fifteen he secured a mixture of part-time work, which included presenting a regular Saturday afternoon show, covering swing shifts, reading the news, engineering OBs, producing shows and becoming the go to 'expert' on the early adopted ENCO DAD digital playout system.

At eighteen Dan commenced his tertiary education at the University of Sunderland, where he studied TV and Radio Production and managed the student radio station, Utopia FM. He graduated with a BA Hons.

Following his graduation, Dan was offered a position at Tindle Radio as Technical Support Leader not only for his local station, The Beach but also a portfolio of eight others across the south and east of England and the Channel Islands. During his time at Tindle, Dan was part of the team that built and launched new stations in North Norfolk, Ipswich and Norwich.

Dan joined Celador Radio in 2009, shortly after the company had launched its first station, The Coast. As Celador Radio's longest serving employee, he has seen the company grow from that single station in Southampton to a twenty-seven strong group across the south and east of England.

A Cisco CCMA qualified engineer, Dan was responsible for implementing the first IP Studio Transmission Network in commercial radio and the first to introduce multiple site split RCS Zetta playout. He was also involved in a programme of building and acquiring wholly owned transmission sites and running the small scale DAB service for Bristol.

It is a sign of the importance of technology in modern radio groups and of Dan's pivotal role in our broadcast operations, that in 2014, he was appointed to the Celador Radio Board of Directors.

Name: Stephen Dover
Occupation: Non-executive Director, Celador Radio
Other directorships: Celador Radio, Celador Radio (South Devon) Limited, Devon Radio Limited, Calmwater Yacht Management Limited, Not to Scale Limited, Slumdog The Musical (London) Limited, Slumdog The Musical (International) Limited, Celador Radio (South West) Limited, Celador Radio (BCR) Limited, EMO Partners LLP, Celador Radio (Portsmouth) Limited, Celador Radio (Southampton) Limited, The Breeze Radio Limited, Scouting Book Films Limited, Centurion Films Limited, Descent 2 Films Limited, Descent 2 Distribution Limited, Slumdog Distribution Limited, Slumdog Films Limited, Celador Entertainment Limited, Celador Films Limited, Rainy Puddles Limited, Dirty Pretty Things Limited, Celador Radio Broadcasting Limited, Celador Theatrical Productions Limited, Anglian Radio Limited

Stephen has been involved with Celador since the company's inception.

Having qualified as a Chartered Certified Accountant, Stephen set up his first firm, Dover & Co, in 1975. The company specialised in the media sector, dealing with TV and radio production, commercial production, full service advertising and media, digital advertising and marketing and feature film production companies.

In 1979 Stephen took personal responsibility for Dover & Co's appointment as external accountants for the newly formed Celador. At this time Celador was involved with both television production and post production.

He was appointed as a non-executive director with Celador in 1986 and in 2002 left the practice he founded (Dover Childs Tyler, now part of Kingston Smith) to become CEO of Celador Entertainment. During his time as Chief Executive he oversaw the £106m sale of 'Who Wants To Be A Millionaire?' to 2WayTraffic and the sale of Celador's UK television production company to its management.

When Celador Radio was born, with the acquisition of the Solent Regional licence, Stephen became a founding director and has continued to serve and advise Celador Radio over the past nine years.

In the past decade, Stephen has also held non-executive positions with various companies including the award winning international film and animation business Not To Scale, data software company DataShaka, media investment fund EMO Partners, ocean salvage operators Utility ROV and digital strategy company Agenda 21 Digital.

Name: Phil Riley
Occupation: Non-executive Director, Celador Radio
Other directorships: Celador Radio Limited, Koala Limited, Acorns Children's Hospice Trust, Anglian Radio Limited

Phil started his career in commercial radio in 1980 at BRMB, spending ten years in a number of roles but ultimately as Programme Controller. Whilst at BRMB he managed the successful 1989 launch of XTRA-AM. As Managing Director of Radio Aire from 1990 to 1994, he successfully turned around the Leeds station from near bankruptcy to healthy profitability and was responsible for the highly successful launch of Radio Aire's Magic 828 service.

Phil joined the Chrysalis Group in 1994 and as Managing Director of the radio division, masterminded the launch of both 100.7 Heart fm in the West Midlands and Heart 106.2 in London. He played a major role in establishing Chrysalis Radio as one of the leading new entrants in the UK radio industry and in 1999, was promoted to the role of Chief Executive and joined the parent company board.

In 2007, Phil led the sale of the company to Global Radio, creating a profit on disposal of £95m.

In 2009, backed by Private Equity Company LDC, he formed Orion Media and spearheaded the acquisition of eight AM/FM Midlands licences from Global Radio. He ran the businesses first as CEO and then Chairman, before the sale of Orion to Bauer Media in 2016.

He has now embarked upon a wider portfolio of non-executive/advisory work for media organisations, including acting as Chairman for fast growing Birmingham-based commercial production company Koala TV.

Phil is a Fellow of the Radio Academy and was recently named one of the forty most influential figures in commercial radio's first forty years. In 2014 he was awarded the Arqiva 'Special Award' for his 'outstanding and continuing leadership within the radio industry'.

Phil joined the board of Celador Radio in July 2017.

Name: Lyn Long
Occupation: Non-executive Director
Other directorships: Anglian Radio Limited

After starting in media sales at Eastern Counties Newspapers, Lyn began her radio career as Sales Manager for Norwich's Radio Broadland. When Broadland acquired SGR in Ipswich, Lyn was promoted to Group Sales Manager for East Anglian Radio.

Having taken a year away from radio as Group Sales Manager for Eastern Counties Newspapers, in 1996 she returned to the industry as Sales Director for Oxford's Fox FM. The following year Capital Radio acquired Fox and Lyn was promoted to Managing Director.

After six years at Fox, Lyn moved to London as Managing Director of the Capital Gold Network, where she was responsible for the programming, marketing, brand and events activity of six regional stations with over 1.5 million listeners. Her success led to further promotion to Group Managing Director of the Capital FM Network, managing 230 staff at seven regional stations including Red Dragon, BRMB and Invicta.

When GWR and Capital merged, Lyn briefly left the business but returned six months later as Managing Director for the Heart South West stations. In October 2006 she joined Tindle Radio as Group Operations Director, with responsibility for nine radio stations and 130 staff.

In 2013, Tindle's remaining UK radio assets, the five East Anglian stations, were sold to a part of the management team and Lyn left the business before returning as Interim Managing Director when Celador Radio purchased Anglian Radio in January 2017.

Lyn continues to work as a non-executive director at Anglian Radio and a trustee of the five children's charities that the radio group supports.

ii) If there are firm plans to appoint any further directors, provide information (with details of any specific individuals in mind). This information may be submitted in confidence.

There are no plans to appoint any further directors.

(b) Investors and Shareholding Structure

Full details of the shareholding structure should be provided, including:

i) Names and addresses (the latter may be submitted in confidence) of all existing or proposed shareholders.

Town FM Limited is wholly owned by Anglian Radio Limited which in turn is owned by Anglian Broadcasting Company (Holdings) Limited. Anglian Broadcasting Company (Holdings) Limited is a 100% subsidiary of Celador Radio Broadcasting Limited, which is a 100% subsidiary of Celador Entertainment Limited.

The sole shareholder of Celador Entertainment Limited is Paul Smith. His address is supplied in confidence.

ii) Total number, class/classes of shares and issue price of shares (specify voting, non-voting, preference, other etc.).

1 ordinary share of £1 is held by Anglian Radio Limited.

iii) All voting shareholders and holders of 5% or more of non-voting shares and loan stock should be named. State the number, class/classes and price of shares to be issued to each investor.

Not applicable.

iv) Outline any shareholders agreements or arrangements which exist.

Not applicable.

v) Where a corporate body other than a current Ofcom licensee will be providing 30% or more of the required funding, details should be given of its directors and main shareholders, and of its activities.

Town FM Limited is a current Ofcom licensee.

(c) Involvement of the Applicant in Specified Activities

Details are required of the involvement by the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

i) Advertising agencies;

None.

ii) Newspapers;

None.

iii) Other broadcasting interests;

Celador Entertainment Limited is the ultimate parent company for the following Ofcom licence holders:

Celador Radio Limited

AL100717BA/1 (Weston-Super-Mare)
AL100764BA/1 (Portsmouth)
AL000240BA/2 (Bournemouth)
AL100745BA/1 (Basingstoke)
AL100798BA/1 (Cheltenham)
AL101175BA/1 (Southampton)
AL000304BA/4 (Swindon)
AL000248BA/2 (Bath)
AL000302BA/3 (Solent)
AL000241BA/2 (Winchester)
AL000319BA/3 (Bristol & Surrounding Area)
AL000247BA/3 (Bristol)
AL000256BA/2 (Newbury)
AL000260BA/2 (Bridgwater and West Somerset)
AL000146BA/2 (Alton, Petersfield, Haslemere and Bordon)
AL000317BA/2 (Andover)
AL000268BA/2 (Warminster)
AL100272BA/1 (Shaftesbury)
AL000303BA/4 (Torbay)
AL000273BA/3 (Reading)
AL100637BA/1 (Yeovil)

Anglian Broadcasting Company (Holdings) Limited

AL100128BA/4 (Tendring)
AL100585BA/2 (Great Yarmouth & Lowestoft)
AL100586BA/2 (North Norfolk)
AL000300BA/2 (Norwich)
AL000308BA/2 (Ipswich)

iv) Bodies whose objects are wholly or mainly of a religious nature;

None.

v) Bodies whose objects are wholly or mainly of a political nature;

None.

vi) Local authorities;

None.

vii) Other publicly-funded bodies.

None.

2. Financial and business plan

(a) Overall Financial Strategy

Provide a concise (maximum 500 words) summary of how the applicant considers it is able to establish and maintain, throughout the licence period, its proposed service, and how this licence fits in with the investors' strategy.

A re-invigorated service for Ipswich

To know where we are going, it is useful to understand how we got here.

In early December 2012 Celador bid to acquire Tindle Radio's five East Anglian stations. Our approach was unsuccessful and in January 2013 the stations were sold to Anglian's management team for £1.5 million, of which £1.4m was deferred. In their first fifteen months the new owners invested £180k by means of share capital but over the next three years the shareholders were required to invest a further £224k as loans, adding yet more debt to the company. Between January 2013 and January 2017, successive management teams initiated a number of personnel and directional changes but the performance of the stations continued to deteriorate.

In July 2014, following an approach from Tindle, Celador Radio acquired the 'benefit' of the £1.4m deferred loan, which was secured against the five Anglian Ofcom licences. It was required to be repaid in full, without interest, on 30 January 2017.

Towards the end of January 2017 with accumulated liabilities of circa £2 million, Anglian Radio's management acknowledged that they would be unable to repay the loan and consequently Celador Radio exercised its charge over the assets and the ownership of Anglian Radio was transferred to us. This acquisition extended the geographical reach of our group and the 1.9 million hours Anglian attract each week increased Celador Radio's total hours by 50%.

Having suffered a number of years of under-investment Anglian was in a somewhat distressed state. Faced by an organisation in dire need of capital expenditure and re-structuring Celador spent the next four months introducing new systems, technology and budgetary control, investing a further £665,000 into the group.

At the time of purchase, Town FM and Dream 100 were co-located in Ipswich. In June 2017 Ofcom agreed with us that substantial cost saving measures were necessary for the licences to remain financially viable. Consequently, we have now co-located our five stations (including Town FM) to our studios in Norwich, whilst opening a new sales office, newsroom and studio in Ipswich.

The result of our substantial investment in the company and the complete operational overhaul has ensured Town will be solidly profitable and stable this year and for the foreseeable future.

Much has been achieved in the relatively short time that we have owned and operated Town and whilst the general output is relatively unchanged it has emerged as a radio station with an experienced and committed programming team, a stronger news offering, and a renewed optimism amongst the staff.

We are early in our journey to rebuild audiences. The station is certainly popular amongst its listeners with very strong average listening hours, but we have a realistic ambition to significantly grow listener numbers over the next few years through investment in programming, training, news and marketing. This increased listenership will allow us to continue to drive revenue and assure the viability of this business in the years to come.

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(b) Funding

Detail the sources of finance that will be used to fund the licence, under the following headings:

100% of any required funding will be in the form of an interest-free loan from the ultimate parent company, Celador Entertainment Limited.

The loan is repayable only from profits generated by the applicant.

(c) Financial Projections

The purpose of this question is to allow the applicant to demonstrate its understanding of the market. The forecasts should be based on reasonable assumptions, that are logically applied and justifiable.

The applicant should provide financial projections on an annual basis for the licence. The projections must include:

- i) Profit and loss accounts*
- ii) Balance sheets*
- iii) Cash-flow forecasts*

The period covered is at the discretion of the applicant, but should be justified. The forecasts should be supplied on an Excel spreadsheet or similar, with any accompanying guidance notes. The applicant must also complete and submit the spreadsheet entitled "Financial Template" located at: <http://licensing.ofcom.org.uk/radio-broadcastlicensing/analogue-radio/apply-for-licence/re-advertisement/template/> using information from its business model.

This section must include a full listing of the underlying assumptions on which the financial projections are based, relating such assumptions clearly to other parts of the application (e.g. proposed format, extent of coverage area).

The applicant should detail how revenue figures were derived, distinguishing between local, national and sponsorship revenue.

The response to this question may be submitted in confidence.

We have submitted in confidence, actual accounts for the previous three accounting periods and forecasts for the current year and next three years.

(d) Audience Projections

The **existing licensee** only should answer the following questions:

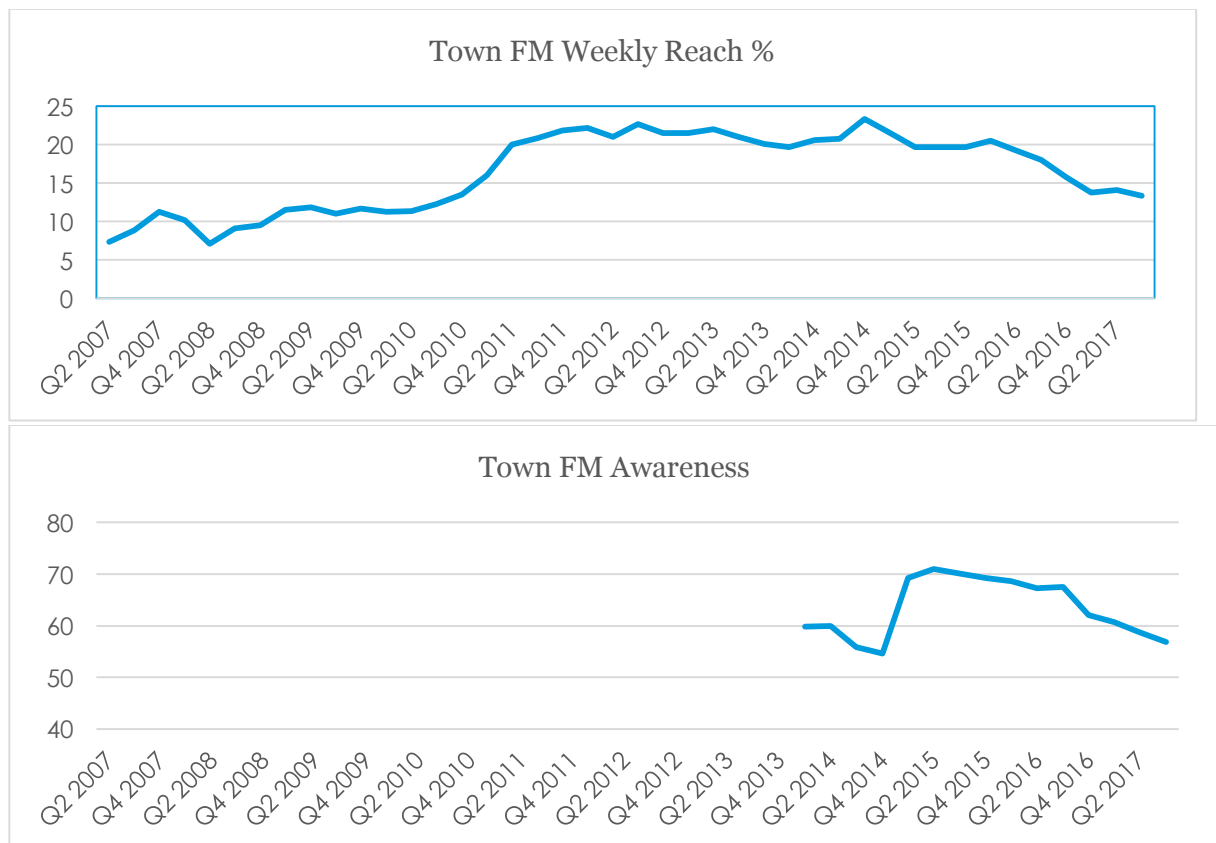
i) If you propose to continue, in the new licence period, the same type of programme service as currently broadcast, provide evidence of the listenership attracted by the present service (e.g. from RAJAR);

We propose to operate the same type of programme service as is currently broadcast.

After launching in 2006, Town FM first published RAJAR results in Q2/2007 with a 7% weekly reach, 8.3 average hours, and 179,000 total hours. The station saw reach and total hours grow to achieve a peak in Q4/2014 with weekly reach of 23% and total hours of 531,000. Following this, the reach figures declined and currently (Q3/2017) stand at 13%. Hours have held up better at 390,000, with average hours per listener at 10.0, which is significantly above the commercial radio average of 6.9.

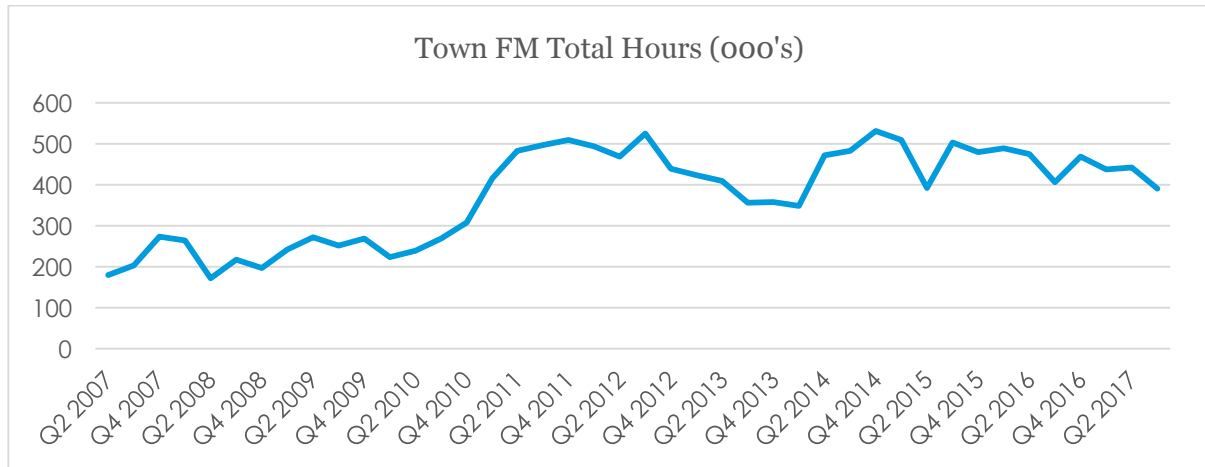
A similar decline has been seen in other Anglian stations, with The Beach decreasing from 35% (Q3/2015) to 29%, North Norfolk Radio from 23% (Q2/2015) to 15%, Radio Norwich in lesser decline from 15% (Q4/2014) to 14%, and Dream 100 from 33% (Q1/2016) to 25%.

That said, although the number of listeners has dropped, the stations remain popular with high average hours and three of the Anglian stations are in the top 25 of most listened to commercial radio stations.



Note: Awareness figures were not measured pre Q1/2014.

A lack of investment in marketing and community activity over the past few years could well be the reason that awareness of Town FM fell by 20% from Q2/2015 (71%) to its current Q3/2017 figure of 57%. This fall in awareness would have a direct effect on reach.



The popularity of the service amongst those who do listen has seen total hours remain relatively stable and they currently (Q3/2017) stand at 390,000 per week with each listener tuning in for an average 10.0 hours.

ii) To what extent do you believe that the potential maximum listenership for your present programme service is already being achieved? Indicate any audience objectives for the new licence period.

We do not believe that the potential maximum listenership for Town FM is currently being achieved.

Ipswich is a market that has high levels of both radio listenership (94% vs 90% nationally) and radio listening (24.0 hours weekly per listener vs 21.3 hours nationally).

In recent years Town FM has underperformed. Three years ago (Q4/2014) the station achieved its highest reach of 23%, equivalent to 68,000 listeners. In the most recent RAJAR (Q3/2017) the weekly reach had fallen to 13% or 39,000 listeners.

Whilst our independent market research for this application shows listening to Town at 22%, which is significantly higher than the reach reported in RAJAR, we recognise that we will ultimately be judged by the RAJAR figures. However, it's not all bad news. Town is a station that is demonstrably popular with its listeners who currently tune in for 10.0 hours each week. This level of listening is significantly higher than any commercial competitor, with Heart and Kiss each achieving 6.4 and Smooth 8.0.

Our ambition over the next three years is to market the station effectively and drive weekly listenership back to 20%. Invariably, new listeners are likely to show lighter levels of listening and so we would expect average hours to settle at 8.5.

3. Transmission proposals

The **existing licensee** only should answer the following questions:

a) Provide details of any substantial alteration you propose to make to your existing transmission arrangements (e.g. proposed relocation of transmission site) for the new licence period.

We do not propose to make any substantial alterations to our existing transmission arrangements.

Section 105(B) and (C): Catering for tastes and interests/broadening choice

4. Format

TOWN FM

Licence number	AL308
Licensed area	Ipswich
MCA population	154,993
Frequency/ies	102.0 MHz

Character of Service

A LOCALLY-ORIENTED, BROAD MUSIC, NEWS AND INFORMATION SERVICE FOR LISTENERS, PARTICULARLY THOSE AGED 25+, IN IPSWICH, WITH A STRONG COMMITMENT TO LOCAL ISSUES.	
Service duration	24 hours
Locally-made programming	Studio location: Locally-made programming must be produced within the licensed areas of Ipswich (AL308) or Norwich (AL300).
	Locally-made hours: At least 7 hours per day during daytime weekdays (must include breakfast) and at least 4 hours daytime Saturdays and Sundays.
	Programme sharing: All programmes may be shared between the Ipswich licence (AL308), the Tendring licence (AL100128), the Norwich licence (AL308), the Great Yarmouth & Lowestoft licence (AL100585) and the North Norfolk licence (AL100586), subject to satisfying the character of service requirements above.
Local news	At least hourly during daytime weekdays and peak-time weekends. At other times, UK-wide, nations and international news should feature.

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

5. Programming Philosophy

a) Explain (**in no more than 500 words**) how your proposed Format will cater for the tastes and interests, general or particular, of persons living in this local area;

A local radio station for Ipswich with a popular mix of music, a well-resourced news service, and a strong sense of community.

Music

Town FM is a music intensive station playing an average of eleven songs each daytime hour, which clearly addresses the demand shown in our research that almost two-thirds (64%) of respondents would prefer their local commercial station to play 'all' or 'mostly' music. The broad catalogue of tracks the station plays covers a wide range of genres and styles from the past fifty years, which is again a clear reflection of the music mix of a 'broad variety' that Ipswich radio listeners want to hear.

The most recent RAJAR survey shows that 13% of respondents tune in to Town every week increasing to 27% over a thirteen-week period. Our own research shows a weekly reach of 22% of 15-64 year old listeners, with 70% of those that had listened stating Town's music mix to be 'very much' or 'fairly' in tune with their tastes.

News and Information

70% of respondents stated that it is 'very' or 'fairly' important to hear local news and information. There was also a very high demand for travel news with 76% considering the inclusion of travel bulletins important. 74% of Town listeners rated the station's news and speech content as 'very' or 'fairly' good – a higher favourability rating than Heart (62%). We recognise that local news and information can be a critical differentiator for a radio service and we maintain an Ipswich newsroom with two full-time journalists reporting and broadcasting from the town. The station addresses the wants of listeners with 79 Ipswich news bulletins, 15 Ipswich headline bulletins and 98 Ipswich travel bulletins every week.

Presentation

The cost savings introduced by 'networking' general programming enables us to afford better presenters and a higher and more consistent standard of output than would be achieved with five separate programming strands. General programming is driven from our broadcast centre in Norwich but we have sophisticated technology that allows us to deliver Ipswich specific links and content and our programming team are well connected with the town - typified by Ipswich born breakfast presenter Rob Chandler (who is also match announcer for The Blues).

Localness

Town FM promises in its Format to have a strong commitment to local issues. We fulfil this in two ways. Firstly, by having a news team that not only reports but also campaigns on local issues, most recently working closely with councils, police and the University of Suffolk to combat the growing problem of gangs in Ipswich. Secondly, the Town 102 Kids Trust raises financial donations to be distributed to those children in the community who need it most. We have recently employed a salaried Trust Director to ensure the charity continues to prosper and since 2008 have raised £107,000 (with £19,000 raised last year). Grants have been made to a diverse range of projects including equipment for special needs children and new play equipment at Landseer Park.

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The *existing licensee* only should answer the following question:

c) Explain (**in no more than 400 words**) how your proposed Format will cater for tastes and interests different from those catered for by other existing local commercial and community radio services available in this local area.

Town FM competes for listeners and revenue in Ipswich with three local commercial stations – Heart, Smooth and Kiss. In our monitoring we focussed on the differences between the commercial stations and not the community service ICR with its very distinct character of service focussing “*on the disadvantaged, minority ethnic communities, asylum seekers and refugees, young people, and those with non-mainstream musical tastes.*”

Music

The largest component of output on all four commercial stations is music. Town has a “*broad music*” obligation, Heart’s is for “*mainstream popular music*”, Smooth’s for “*easy listening*” and Kiss for “*contemporary and classic dance music*”.

More Variety

Town has the largest universe of tracks, with 652 different songs in rotation. The median year of total music output for Town is 1998 – clearly distinct from the other commercial stations.

Music output – size of universe and median year of total output

	Tracks played	Median year
Town FM	652	1998
Heart	327	2006
Kiss	518	2015
Smooth	289	1988

Source: Radiomonitor – weekdays 0600-1900 Mon 23 October – Friday 17 November 2017

Low Duplication

The table below shows the overlap of the music library between Town and the other commercial stations. Whilst the closest commonality is with Heart, 72% of Town’s music is not heard on that station.

Music output – commonality of tracks %age

	Town FM	Heart	Kiss	Smooth
Town FM	-	28	8	24
Heart	55	-	23	11
Kiss	10	15	-	0
Smooth	54	13	0	-

Source: Radiomonitor – weekdays 0600-1900 Mon 23 October – Friday 17 November 2017

Local News and Information for Ipswich

Town FM is the only local commercial station providing a dedicated news service for Ipswich.

Heart and Smooth cover East Anglia and both have a TSA of 1,233,000. Kiss (East) covers an even larger geographical area extending west to include Cambridge and Peterborough, covering 2,155,000 adults.

With our significantly smaller TSA of 291,000, Town's news and information is invariably focussed on Ipswich.

The only other station providing any local or regional news is Heart.

Kiss is a simulcast of the London service and features only national and international news. They do include local travel but this is not broken out by transmitter, so covers an area one hundred miles across. Smooth broadcasts national and international news and provides regional travel bulletins with a solid focus on Norwich.

The tables below detail the story count over a two-week period and clearly show the strong focus that Town FM has on Ipswich and, as it is the county town, on the wider Suffolk area.

Town FM – Story Count

	6/11	7/11	8/11	9/11	10/11	11/11	12/11	Total
Nat/Int	3	3	2	2	3	3	3	49%
Suffolk	-	2	-	-	1	2	-	13%
Ipswich	2	2	3	3	2	1	2	38%
	13/11	14/11	15/11	16/11	17/11	18/11	19/11	Total
Nat/Int	3	4	3	3	2	3	3	54%
Suffolk	1	1	3	1	-	2	1	23%
Ipswich	2	1	-	1	3	1	1	23%

Source: Radiomonitor – 0800 bulletin Mon 6 November – Sunday 19 November 2017

Heart East Anglia (Ipswich Transmitter) – Story Count

	6/11	7/11	8/11	9/11	10/11	11/11	12/11	Total
Nat/Int	4	2	2	4	3	2	3	53%
Norfolk	-	2	1	1	2	2	1	24%
Suffolk	1	-	1	1	-	1	-	11%
Ipswich	2	1	1	-	1	-	-	13%
	13/11	14/11	15/11	16/11	17/11	18/11	19/11	Total
Nat/Int	4	2	3	4	2	2	3	56%
Norfolk	1	3	3	1	-	2	1	31%
Suffolk	1	-	-	1	-	-	-	6%
Ipswich	-	1	-	-	1	-	1	8%

Source: Radiomonitor – 0800 bulletin Mon 6 November – Sunday 19 November 2017

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d) In what ways, if any, are your programme proposals for the new licence period substantially different from the programme service you currently broadcast? Outline the reasons for any such differences from the current service.

Our programme proposals for the new licence period do not differ substantially from the programme service we currently broadcast and the Format we are proposing is unchanged.

That said, we are aware that twelve years is a significant period in the media and technology markets and there are likely to be major changes in these industries over this time. Furthermore, listeners' expectations may well change and we will regularly consider how our programming is reflecting their wishes.

Section 105(D): Evidence of local demand or support

6. Evidence of Demand

The existing licensee only should answer the following question:

If you propose to alter your existing programme service in the new licence period, outline any way in which findings from any original market research undertaken, or analysis of existing audience research information, have influenced this decision.

We do not intend to alter our existing programme service. Our independent market research demonstrates strong approval for the programming Town FM currently provides.

LISTENER RESEARCH

a) Objective:

To explore reactions to and the demand for, Town FM in the Ipswich area.

b) Questions:

Current radio listening behaviour
Favourite and second favourite station
Time spent listening
Preferred station for music
Preferred station for local information
Rating of news and speech by local station
Rating of music mix by local station
Rating of local stations
Preferred music speech balance
Importance of local content
Preferred music mix

c) Methodology:

On street interviews

Fieldwork and tabulation of data was undertaken by Wyman Dillon. They are full members of the Market Research Society and operate in accordance with the MRS Code of Conduct. They have achieved accreditation with the British Standards Institute (BSI) under the Quality Management standard ISO9001:2008 and the Market Research and Direct Marketing standard ISO20252:2006.

d) Sample Size:

500 radio listeners aged 15-64 resident in the postcodes IP1, IP2, IP3, IP4, IP5, IP6, IP7, IP8, IP9 and CO11.

Fieldwork:

e) October and November 2017

MUSIC MONITORING

a) Objective:

To obtain and analyse data on the actual output of the existing local commercial radio services in the area in order to establish the extent to which Town FM would broaden listening

b) Data sought:

Analysis was conducted of music tracks played by Town FM, Heart East Anglia, Kiss East and Smooth East Anglia.

c) Methodology:

Analysis was conducted to determine levels of overlap between stations in terms of tracks played, music airplay and rotation and era of music tracks

Monitoring was by Radiomonitor, with analysis conducted in house

d) Monitoring periods:

Music output data was gathered for the period Mon 23 October – Friday 17 November 2017 (weekdays 0600-1900).

Summary of the main findings of the research

Town FM specifically addresses the wishes of Ipswich radio listeners

22% of respondents said they had listened to Town FM in the past seven days. This reach figure was identical for both male and female listeners. The strongest reach was amongst 35-44 year old listeners but reach across the entire 25-54 year old demographic was higher than average.

	15-24	25-34	35-44	45-54	55-64
% reach	15	26	33	23	15

When examining broader listening levels, 50% of 25-54s stated that they had listened to Town in the past three months.

59% of Town FM listeners spend at least half of their total radio listening time with the station.

Town is highly rated in Ipswich for news and speech

Town's listeners appreciate its news and speech with 74% rating this content as very or fairly good. This is significantly higher than Heart, which achieved a 62% satisfaction rating. Furthermore, when asked which station listeners would choose for local news and information almost a quarter of respondents (23%) selected Town FM.

Town's listeners like our music

70% of listeners stated that the music mix on Town FM was 'very much' or 'fairly' in tune with their tastes. One in five respondents (21%) stated that it was 'very much' in tune with their personal taste.

Town offers a service that Ipswich residents want

Town's Format promises are underpinned by research. This is a market where the majority of residents think it is important to hear local news and information on a local station and the clear commercial radio choice for fulfilling that remit is Town FM. Our music offering, which covers a broad range of tracks from the past fifty years, mirrors the most popular format, preferred by 33% of respondents, to have a radio station with broad musical variety. And, to address the most demanded speech feature we provide 98 Ipswich specific travel news bulletins every week.

Our research showed:

- ✓ 76% of listeners considered local travel news to be important.
- ✓ 70% of listeners felt local news was important.
- ✓ 64% of listeners wanted a station that was music intensive.
- ✓ 33% of listeners wanted a broad variety of music.
- ✓ 56% of listeners felt sports news was unimportant.

g. Full data tables have been submitted in confidence.

7. Evidence of Support

Summarise (**in no more than 500 words**) any evidence of support for your application from your potential audience or from prospective local advertisers.

We have received considerable support from organisations, advertisers and individuals highlighting the important role that Town FM plays in Ipswich.

'Town is a reliable radio station, which positively impacts the people of Ipswich and offers a great way to engage with people in the local community.' Colin Noble, Leader, Suffolk County Council

'Town has been an important local media partner since its inception and we hope that you are successful in your application. Over the years we have both supported local community and charities and we look forward to working on more projects in the future.' Neil Hawes, Marketing Manager, Ipswich Town Football Club

'Town is a fantastic local radio station, and does the residents of Ipswich a great service... I'm happy to endorse their application for licence renewal.' Alex Mayer, MEP, East of England

'Communicating with, and obtaining the views of local people is essential to my role. I'm grateful that Town offers me an opportunity to engage with a wider audience that would otherwise be difficult to connect with.' Tim Passmore, Police and Crime Commissioner for Suffolk

'A massive thanks for all the help you've given us promoting our community events this year. The assistance you gave us was essential and most appreciated.' David Marsh, Events & Theatre Manager, Stowmarket Town Council

'We have very much enjoyed the association with Town, having been involved in the Local Heroes awards for the last 2 years. The work done by the Town team to support this initiative is fantastic to see.' Rick Emberson, General Manager, Operations, Bacton Transport Services

'We have a strong relationship with the station and feel that their coverage and support have helped us attract record crowds this season.' Chris Louis, Director, Ipswich Speedway Promotions Ltd (The Witches)

'Town not only provides entertainment but is a key information outlet to keep the people of Ipswich informed about latest news and issues.' Tony Cheung, Chairman, Ipswich Greyfriars Round Table

'Town were our presenting partner for our first art trail, Pigs Gone Wild. From the beginning Town supported St Elizabeth Hospice full-on to help us deliver this massive event for Ipswich.' Norman Lloyd, Campaigns Manager, St Elizabeth Hospice

'We see Town as the voice of the local community and is a fantastic method of getting our messages directly to the people of Ipswich and surrounding areas.' Matthew Coward, Marketing Manager, Hearing Care Centre

'Town has proved to be a really knowledgeable, informative radio station with plenty of variety.' Lorelei Firbank, Owner, Sliderobes

'...our local radio station for local news, local views and supporting the local community.'
Graham Shemmings, Owner, Homestyle UK Windows

'Town have been a great addition to our key events for Ipswich Borough Council, including Ipswich Music day and the Christmas Light Switch on.' Karen Byrnand, Communication and Marketing Manager, Ipswich Borough Council

'I feel strongly that the people who currently work/run this radio station are providing the Ipswich and Suffolk community with an outstanding service. Long may it continue.' Michael Mann, Retired Police Inspector, Suffolk Constabulary.

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Declaration

Applicants are required to conclude their submission by responding to the following question:

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

- a) 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);*
- b) no director or person concerned directly or indirectly in the management of the company or the applicant group is the subject of a disqualification order as defined by section 145(1) of the Broadcasting Act 1996;*
- c) no person involved in the application has been convicted within the past five years of an unlicensed broadcasting offence and that the applicant will do all it can to ensure that no person so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of a radio station if the applicant is granted a licence; and*
- d) any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in the application are fit and proper persons to participate in a radio licence have been made known to Ofcom?*

Yes