



# Community radio licence application form

Version 4

## **Witney 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>
Witney 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>The primary target community are the people of West Oxfordshire, specifically Witney and outlying areas. West Oxfordshire has a usual resident population of 108,000 (ONS 2013 mid-year population estimate). According to West Oxfordshire District Council's Local Plan 2031 'West Oxfordshire is predominantly a rural area ... With a population density of 1.5 people per hectare, it is the second most sparsely populated of the 67 local authorities in South East England with almost 60% of its 81 parishes containing fewer than 500 residents.' Witney with a population of 28,000 is the largest town. The population consists of a similar proportion of young people to that nationally. The proportion of older people is higher than average. 62% of the population is classed as of working age. The majority of residents of West Oxfordshire are white British/Irish, just 6.8% of the population are non-white British/Irish.</p> <p>'Economic activity rates are high at 84.5%, and unemployment rates are low 3.4%.' (Local Plan) The workforce is well qualified and well educated and the period 2009-13 saw an increase in full-time employees of just over 5%. Despite this average wages are below the national average.</p> <p>'West Oxfordshire has a high proportion of employment in manufacturing. There is an above average share of employment in the arts, entertainment and recreation sector, reflecting a high quality of life and ability to retain consumer expenditure in cultural and leisure sectors.'</p> <p>West Oxfordshire has a large number of small companies with few large businesses. '72% of local businesses have fewer than 5 employees, 87% have fewer than 10'. (Local Plan) Most of the employment is in the East of the area, 35% of employment is located in Witney. 18% of employed people work from home in West Oxfordshire.</p> <p>According to the Community Safety Strategy Update 2015-2016 West Oxfordshire is a low crime area.</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'.</i> <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>
We propose to serve an area up to 5km from our chosen transmission site OX29 7DX. This will cover Witney, North Leigh, Ducklington, Swinbrook, Brize Norton, the edge of Carterton and Whiteoak Green.	

### 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>describe your programme service</b>.</p> <p>Question B relates to how your output will serve the <b>tastes and interests</b> of your target community.</p> <p>Question C is about how your service will <b>broaden the range of local</b> (non-BBC) <b>services</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**

- A: Please tell us about your programme service. The following questions may help you describe your programme service (but should only be used as a guide):**
- What will the service sound like?
  - What music will you play?
  - What are the main speech elements of the service and how will the social gain/community benefits you propose be reflected on-air?
  - What is the likely music to speech ratio?
  - Will this vary at different times of the day or week (or year)?
  - Do you intend to broadcast live output? If so when and how much do you propose to do?

- Will you broadcast in languages other than English (what languages and how much)?
- Will your output be original i.e. specifically produced for your service?
- Will it be locally produced?
- Do you intend to repeat material?

**Answer in fewer than 1,000 words:**

**What will the service sound like?**

Witney Radio has been operating as an internet-only Radio Station for 3 years. During that time there has been a variety of different programme formats introduced. Currently, Witney Radio broadcasts a mixture of music from different genres and from different eras. There are programmes that focus on specific genres of music for example, soul and funk, Jazz and metal.

It also broadcasts talk-based features on current affairs, local sport and issues that affect the local community and there are special interest shows that focus on travel, burlesque, wildlife and musicals.

Every half an hour when automated the station plays a song from a local group or artist. Witney Radio is dedicated to promoting local talent through programmes which feature new and local bands but contrasts this with music from eclectic international groups.

Witney Radio has in the past hosted a local business show and a community show which both focused on business and cultural events taking place in the local area. Witney Radio would look to re-establish these shows in the belief FM coverage would provide better impact than the internet.

Witney Radio strives to look at new and unique areas of programming that will interest and benefit the local community. The station has tried a Rock show, a Rap show, an Astronomy and a Relaxation show in its short history and will continue to provide new and exciting formats.

**What music will you play?**

Witney Radio aims to play as wide a variety of music as possible to meet the needs of its target community. West Oxfordshire has a large proportion of older people and shows that focus on Motown and Jazz may be of particular interest to these audiences. It provides a Pop show for younger audiences and generally a wide variety of music to accommodate most tastes.

**What are the main speech elements of the service and how will the social gain/community benefits you propose be reflected on-air?**

Witney Radio has a number of live shows which incorporate current local issues into the discussions and links. It also aims to re-establish its community show which has a mixture of live and pre-recorded interviews and highlights issues that are important to the local community like housing, flooding and farming. Speech elements will also be used to promote local events, groups and businesses. Witney Radio also aims to re-establish local news, selecting news items of local interest for broadcast on an hourly basis between 7am and 7pm.

**What is the likely music to speech ratio?**

Last year in November 2014 the music to speech ratio was 66:34 and Witney Radio would aim to have no lower than a 70:30 ratio on music to speech across all programming.

**Will this vary at different times of the day or week (or year)?**

This may vary according to local issues. For example if there is poor weather (flooding/snow) more talk-based content might be included in the stations programming, especially live shows to ensure local people are kept as up to date as possible on the issues that most affect them. Live content is not likely to take place during the daytime as a general rule, except perhaps at weekends. The highest speech content is likely to take place between 6pm and 10pm on weekdays and 4pm and 10pm at weekends. There is no current facility for listeners to hear specific shows if they are unavailable when the show airs. However, by providing repeats of shows listeners have the opportunity to listen again to content they may have missed. The only other way to do this would be to pay for a service which Witney Radio cannot fund in the early years of the stations development. This keeps the music to speech ratio fairly constant throughout the 24 hour broadcast period.

**Do you intend to broadcast live output? If so when and how much do you propose to do?**

Yes. Currently, live output varies with at least one live show Monday, Thursday, Friday, Saturday and Sunday between 6pm and 10pm in the week and 4pm to 6pm at the weekend. The aim would be to increase this to at least one live show every day and eventually live shows between 6pm and 10pm weekdays and 4pm to 10pm at weekends. Witney Radio would prefer as much live content as possible and will always prioritise live content. As well as shows, Witney Radio carries outside broadcasts live from local events, including music festivals, food festivals, the Witney Feast and other

local events.

**Will you broadcast in languages other than English (what languages and how much)?**

No

**Will your output be original i.e. specifically produced for your service?**

Yes all live shows will be original and the news and weather will also be produced in house for the local area. There is no plan to buy in external services, the hope is to provide a service led by the community for the community.

**Will it be locally produced?**

All shows will be produced within West Oxfordshire and the large majority will be created at the studio in Witney.

**Do you intend to repeat material?**

Yes, material will be repeated to allow a greater access to content to a larger audience. During our 3 years as an internet radio station we have often been asked to provide a 'listen again' function. Providing repeats allows us to offer a 'listen again' function without paying for an additional service during the early stages of the station's development.

**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:**

The target communities are primarily rural and white British/Irish. The aim is to help support local communities by highlighting issues in rural areas, through programming around farming, supporting businesses, wildlife and agricultural shows. The current online Radio Station has begun to do this but there is much more we can achieve. There are plans to develop a regular farming feature focusing on the issues that local farmers face as well as widening awareness of what farmers do throughout the year. The hope is to highlight significant events and times of the year and promote them across the wider community.

The target community has high employment so live programming is focused at times when the community will be travelling or at leisure and able to enjoy what is on offer. There is a large proportion of the community who are involved in the Arts, Entertainment and Recreation sector. Supporting local events and also local musicians provides this section of the community with something that captures their interest. Arts activities are often highlighted on Witney Radio and live broadcasting from specific entertainment or arts based events also takes place. The intention is to increase the number of arts-based activities as the opportunities arise.

The target community has a large number of small businesses and the 35% of employment is in Witney. With Witney being the base for Witney Radio, naturally the majority of news and events are reported about the town. There are some events highlighted outside Witney but the focus remains the town given that the majority population of the target community live or work there. Business has also been a focus of the programming in the past with an hour dedicated to supporting and promoting local business. This programme will be brought back but the focus enhanced so that support and guidance for local business is offered as well as promotion.

**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:**

Witney Radio overlaps with Oxford based Jack FM and Reading based Heart FM in terms of commercial radio. We are currently unaware of any other FM Community or Commercial radio station operating in the area concerned.

If Witney Radio were given an FM licence we would be the only licensed community station in the local area. There are two nearby Community Stations one on DAB which is BFBS Brize Norton and one in the Cotswolds which is an internet-only station.

Jack FM operates 24 hrs a day from studios in Oxford, with main programming on weekdays from 6am-7pm and 6am-9am being live content. Weekends have pre-recorded content. They play music from the 60s to today. They do not take requests and they tag themselves as playing 'what they want'. Jack operates an events page to which local people can upload details of their events to for free.

Heart Oxfordshire is based in Reading, Berkshire. Live shows are presented from 6am-10am and 4pm to 7pm on weekdays and from 1pm to 5pm Saturdays, with 12pm to 4pm on Sundays. Off-peak programming is produced at various studios owned and operated by Heart's parent company, Global Radio Holdings Limited. Pre-recorded content is broadcast between 7pm and 9pm on a Friday, 5pm and 9pm on a Saturday and 6am to 12pm and 7pm to 10pm on a Sunday.

## Social gain

5. Social gain	Guidance Notes
<p>Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.</p> <p>Please tell us what community benefits your service will bring to your target community(ies) and/or the general public. Please include summaries of evidence to support your answer.</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed social gain set out below.</p>	<p><i>Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case the delivery of social gain.</i></p> <p><i>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <ul style="list-style-type: none"> <li><i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i></li> <li><i>(b) the facilitation of discussion and the expression of opinion,</i></li> <li><i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and</i></li> <li><i>(d) the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> <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>
<p><b>Answer in fewer than 1,500 words:</b></p> <p>Community benefits include the promotion and support of local businesses. This has previously taken the form of a business show on a weekly basis, highlighting new businesses in the area as well as groups and organisations. The show finished when the presenter left and we are currently looking for new presenter to replace it. We are hoping to expand the remit of the show and have business advice as part of the offer for local businesses as well as the beginnings of a potential networking space. Business owner, Hana from Clubbercise has written in support of the Station 'the radio station has helped me massively grow my new business into a successfully Community Class'.</p> <p>Witney Radio is a regular supporter of local events, ranging from large events such as Witney Carnival, Witney Beer Festival, Witney Christmas lights switch on, Witney Music Festival and small events such as Cogges Daffodil Planting and the Big Community lunch, Cogges Manor Farm Beer and Cider Festival, Norlye Music and Beer Festival and many more.</p> <p>Equipment and resources in the form of volunteers and PA speakers and microphones have been</p>	

<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.

provided to support the Beer Festival, for which Witney Radio have also had the responsibility for providing local bands and live music. Charity Events such as Rosy Cheeks tea party at Hilltop Garden Centre, promotion of LibFest and Oxjam events. Witney Radio has also supported Police events such as the Community Event on the Leys in 2013, as well as backing Police action and special operations with reports from these activities.

Witney Radio broadcasts live from different events. Recent events include the Church service held on the vintage steam-powered fairground ride to celebrate 100 years of Witney Feast, Witney Christmas lights 2014, Witney Remembrance Service 2014, the Riverside Stage at Cornbury music festival 2014 (which showcases local talent at a large and well attended Summer festival) and Armed Forces Day 2014.

Witney Radio has also produced music recordings of local groups at the studio, including Voicebox choir and Eloise Rees. It supports local original music by broadcasting every 30 minutes a song from a local band or artist.

A live football report on Oxford United games is given for nearly every game of the season during The Ron Spurs music show and ideally Witney Radio would look to grow this to have more reporting on local sporting events and clubs.

Alistair Oddy is a presenter on Witney radio and he is severely disabled, suffering from quadriplegic cerebral palsy and using a power wheelchair. Independent Futures a local charity supports Alistair to live independently and as such it is important for him to experience work as well. Alistair has a show on the station once a month working with another volunteer who he met through the station. Alistair's show contains his favourite music along with a mixture of topical discussions about disabled issues and local sport.

Witney Radio's aim is to become a key point of focus for all events within the target community so that the station is the go to place for local residents to find out what is going on.

Some of our key shows facilitate discussion and opinion The Supper Club on a Sunday exemplifies this. Previous shows that have provided this have been the Community Show and Typically Topical. We would look to increase the type and number of these shows throughout our programmes.

All presenters are part of the local community we provide training to all presenters. We are looking to increase or work with, and training of non-station personnel by working more closely with Abingdon and Witney College, whose media students we have had come in to work on the station. We would look to provide a show a week to the College to add to their training.

We would also like to open the station to local youth groups and other organisations and provide them with the opportunity to present a show either once a week or once a month. We have previously spoken with two groups, Base 33 and Long Hanborough Youth club about this opportunity and one of our current presenters is a Youth Worker and we would like to use his contacts to get the conversations going again.

### Access and participation:

6. Participation in the service	Guidance Notes
<p>How do you propose to ensure that members of your target community (or communities) are given opportunities to participate in the operation and management of the service?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed participation objectives as set out below.</p>	<p><i>Legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics, including in this case providing opportunities to participate in the operation and management of the service. Ofcom requires information as to how this would be achieved.</i></p> <p><i>What will be the involvement of members of the target community in the radio station? How many volunteers do you anticipate will be involved in your service per year?</i></p>
<p><b>Answer in fewer than 400 words:</b></p> <p>Witney Radio is always open to new volunteers. A process is in place for the recruitment of volunteers who must all come from the target community or live or work within it. We currently have 20 volunteers and the most volunteers Witney Radio has had is 29. We would hope to have at least 29 volunteers per year of service and would not cap that number, but just be more specific with roles. Currently there are only two members of the management team these are the Directors of Witney</p>	

Radio. However, as an organisation if Witney Radio gained an FM licence it would look to take on a volunteer Station Manager and recreate the management team exclusive of Directors to include at least 8 members of the Radio. Witney Radio would look to have a total number of 9 people managing the running of the station if it received an FM licence.

## 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:

The management are keen to encourage local people, groups and organisations to use the station and our aim is to encourage people to see the website as a 'go to' place for events in the local area. Some shows select local issues and groups to highlight on a regular basis and these groups are invited in to take part in shows or for interviews if this is more convenient for them. Witney Radio intends to encourage all presenters to consider the Community elements within their shows and will be asking them to demonstrate how they benefit the target community in the work they do.

Other groups such as Base 33 have been invited to take part in the station by producing shows and we would train them to use the equipment to enable them to do that. We have also hosted Brownie groups and visited Scout groups to highlight our work and would hope to increase the profile of this. We put together a show based on these young people's contribution and would do this for any group who wished to do it within the target community in the future. We would be able to highlight this work more successfully if we had an FM frequency.

Should we be successful with an FM application we would develop existing relationships with Abingdon and Witney College. We have previously had media students from the college enhancing their learning by producing shows on the station and we would aim to extend this work if granted a licence.

All of the volunteers are trained in the use of the studio equipment. All are given the opportunity to pre-record a show for broadcast before they go live and all can have someone more experienced be present with them at the beginning of their time at the station. Volunteers have different backgrounds and are different ages and therefore they require different levels of support. Someone is always available to support them. Volunteers are also encouraged to make friends and other groups they are involved with aware of the facilities and that they can use them if they want to.

### Ensuring accountability:

## 8. Accountability

## Guidance Notes

Please set out your proposed community accountability mechanisms. These should cover matters such as:

How will members of your target community:

- make contact with your service, and
- influence the operation of the service?

How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon?

Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.

*Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics. One is that, in respect of the provision of the service, the provider makes itself accountable to the community (or communities) the service is intended to serve.*

*Ofcom is required to have regard to the provision each applicant proposes to make in order to ensure its accountability to the relevant community (or communities).*

### Answer in fewer than 500 words:

So far, Witney Radio uses the Website, Facebook and Twitter to attract listeners and volunteers. Witney Radio also advertises in the business-orientated Witney Advertiser which has a distribution of

3,000 copies, some of which, including Central Witney are distributed to homes. Witney Radio also has a presence on Tune-in and Soundcloud. All of these routes allow members of the community to engage with the station. All live and recorded radio shows throughout the programming highlight the address and contact details of the radio station. People can write, email, telephone or use social media to send their feedback or comments in and we also invite participation in shows through features and requests.

We have an open door policy on members of the public who wish to be involved in the station. They can contact us any way they want to and become a volunteer.

Witney Radio although not currently broadcasting over FM follows OFCOM guidance in all areas of broadcast. Songs are screened for inappropriate language and a procedure and script is provided for all live shows in the event that inappropriate language is unwittingly played during a live broadcast.

Witney radio takes all complaints seriously and has a complaints procedure in place for dealing with any complaints. Complaints can arrive at the Station by different means, verbally, by phone or person, or in writing by letter or email. Complaints may come from different outlets, listeners and organisations that use the Radio are just two examples of this.

In many cases, a complaint is best resolved by the person responsible for the issue being complained about. However, the usual procedure is that a complaint is passed to the Directors. If the complaint relates to a specific person they will be informed of the complaint and given the opportunity to respond. The complaint will be acknowledged with a copy of the complaint policy and procedure and should be investigated and responded to within one calendar month. The complainant should be updated if the investigation is not complete by one calendar month following the complaint. Whether the complaint is justified or not, the reply to the complainant would describe the action taken to investigate the complaint, the conclusions from the investigation, and any action taken as a result of the complaint. Due to the size of the organisation the Directors decision is final but external assistance maybe considered if necessary. Complaints are logged and reviewed annually to identify any trends which may indicate a need to take further action.

### 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

<b>Station name</b> [As in section 1 of this application]	Witney Radio
<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.]	The primary target community is the people of West Oxfordshire, specifically Witney.
<b>Proposed area</b> [State the proposed coverage area as set out in section 3.]	We propose to serve an area up to 5km from our chosen transmission site OX29 7DX. This will cover Witney, North Leigh, Ducklington, Swinbrook, Brize Norton, the edge of Carterton and Whiteoak Green.
<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> ]	Witney Radio aims to play a variety of music to meet the needs of its target community. It incorporates local issues into discussions and promotes local events, groups and businesses. Witney Radio aims to re-establish its Community Show and local news. There will be no lower than a 70:30

ratio of music to speech across all programming. The aim is for at least one live show every day. Witney Radio has live outside broadcasts from local events, covering music festivals, food festivals and Witney Feast.

All live shows (i.e. 100%) will be original and we hope to provide a service led by the community for the community. All shows will be produced within West Oxfordshire, and the large majority of these will be created at the Witney studio. Material will be repeated to allow greater access to larger audiences.

Witney is the base for Witney Radio and therefore the majority of news and events are reported about the town.

The aim is to support local communities by highlighting issues in rural areas, focusing live content when the community is travelling and at leisure, and supporting local events and local musicians, thus providing the target community with broadcasts capturing their interest.

Live and/or original output: [what are the minimum hours per day or week that the service will broadcast live and/or original output? (content specifically produced for this service (but excluding repeats and automated material).]

Locally-made programming: [what proportion of output will be locally-made?]

Studio location: [This should be in the proposed coverage area.]

### **Social gain**

[Summarise the answers you have given in section 5.]

- The promotion and support of local businesses, large and small within the target community
- The promotion and support of local events and charities, whether that be through volunteer support from Radio volunteers or through loan of equipment to local charities for their events.
- Work with young people and vulnerable adults, as well as those suffering from mental illness, to support their development and help build their confidence or to provide an avenue of learning opportunities for career development.
- Support and promote local musicians and artists to the wider target community.

### **Participation in the service**

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

- Witney Radio has around 29 volunteers involved in the Radio Station annually. All volunteers will be from the target community.
- Witney Radio has an open recruitment system for encouraging new volunteers and regularly reviews and refreshes the management team.

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

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

- Anyone can apply to become a volunteer from the target community
- Local groups and organisations are invited to come to the studios to see what we do.
- Some groups are invited to join in activities the Station carries out including guest appearances on live shows and promotion of events and activities in interviews.
- All volunteers and groups using the station are trained in the use of the equipment and support to produce content for the station.

### **Accountability**

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

- Contact with the Station can be done through the website, email, mobile or studio phone, Facebook and Twitter.
- There is an open door policy on communications from listeners and volunteers and all complaints are dealt with following an agreed procedure. All comments are welcomed.

[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> Witney Media CIC</p> <p><b>Date of registration:</b> 7<sup>th</sup> August 2013</p> <p><b>Company registration number:</b> 07764767</p> <p><b>Type of company (or other body corporate):</b> Community Interest Company</p> <p><b>Where your body is not a company, please explain how it meets the requirement to be a body corporate:</b></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>Oftcom 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>Witney Media CIC is a Community Interest company which owns and operates Witney Radio.</p> <p>Before even the concept of Witney Radio came about Witney TV was the primary focus for the Directors of Witney Media CIC. Witney TV was (and remains) an internet-based community TV station showcasing activities, events and causes taking place in the local community. Witney Radio was the brain child of one of the Directors of this company.</p> <p>OFCOM rules are clear around governance of a Community FM station and so the Company took the</p>	

decision to split the Directors' responsibilities and ultimately to move away from Witney TV, which consequently became an independent project.

The company recruited two new Directors to run alongside the previous Director who had an interest in creating a Community Radio project. Recently, due to health reasons one of the three Directors has been forced to resign, but as this application is so crucial to the future of Witney Radio, the remaining Directors took the decision not to elect a new Director at this time.

### 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>Directors</p> <p>Barry Clack – Chair</p> <p>Laura Dean- Secretary and Treasurer</p> <p>Both Directors are unpaid working as volunteers. Both host a show together on a Sunday evening for 2 hours.</p> <p>There is currently no Management Committee.</p> <p>Barry Clack is currently Station Manager and responsible for the day to day operation of the Station. Barry is also jointly responsible for recruiting new volunteers to the station and for ensuring they have an appropriate induction into use of the equipment and the policies and procedures that they should be aware of when working for the Station. If successful with this application Witney Radio would look to recruit an independent Station Manager to support the Chair in this role. Barry volunteers for approximately 30 hours per week.</p> <p>Laura Dean is currently the Volunteer Coordinator responsible for administrative support of both the station and the volunteers who run it. She is also responsible for recruitment and selection of volunteers. She researches and works with other volunteers to apply for different funding for the Station and ensures project funding is delegated to the appropriate area to achieve project delivery. She is also the treasurer and ensures completion of annual returns to HMRC and Companies House. She manages the Bank Account and payment of Direct Debits and other bills that the company is responsible for. Laura volunteers for approximately 21 hours per week.</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>
<p><b>Answer (for each director):</b></p> <p><b>Barry Clack</b></p>	

**Employment:** Freelance Photographer and Film maker

**Other directorships:** None

**Relevant experience or qualifications:**

Barry's main job for 9 years from 1999-2008 saw him working extensively within the UK radio industry for various groups and companies that own commercial radio stations. This allowed him to gain knowledge of how a station works and provided networking opportunities with staff at these stations. He has continued this relationship with these contacts. Barry began Witney TV in May 2010 and took sole responsibility for it in February 2011 recruiting Directors and Volunteers to different roles Barry was responsible for seeing Witney TV supporting as many as 5 events in one day at its peak and being featured on BBC network news, the Politics Show, and Channel 4 News (during which presenter Jon Snow said 'the future is Local'). Witney Radio was established by Barry because with the advent of public news gathering through You Tube and hyperlocal online news he felt that the service Witney TV provided was in effect complete, and that it was now local Community Radio which was missing from his home town. Radio has a far greater reach and impact on local people and Barry felt that this was a resource that Witney did not have full access to.

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.

Barry has been identified as a Station Manager as he has been managing the station since 2011 and its inception. Barry has experience of a number of different radio stations and some strong connections to experts in the radio industry who are assisting with Witney Radio currently.

**Laura Dean**

**Employment:** Operations Manager

**Other directorships:** None

**Relevant experience or qualifications:**

Laura has worked with young people and 'at risk young people' on different projects including media based projects since 2007 in her role as Learning and Access Coordinator at the Galleries of Justice Museum in Nottingham. Some of this work included encouraging young people to gain skills and confidence with individuals they did not know and do Voxpops interviews with members of the public. As part of this role Laura gained her PRINCE 2 project management qualification. In the role of Learning and Access Manager from 2008 in the same institution she managed multiple project budgets and delivered all projects to deadline. Laura's role was to apply for and gain project funding for education and museum focused projects and deliver them in house. The role was self-funding. In her role at The Mighty Creatives, Laura had a regional remit and was responsible for projects that covered the entire East Midlands region. In her current employment Laura manages, recruits inducts and trains over 140 volunteers on an annual basis. In 2011 Laura was involved in a series of broadcasts on Witney TV to promote her work at Cogges Farm. In 2011 she joined Witney Radio and became co-presenter with Barry on The Supper Club. She also took on more of the management and administration of the Station to ensure its processes were fair and transparent. She was made a Director 2013

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.

Laura will be Volunteer Coordinator and administrator. Laura has experience in her current role (of over 3 years) of managing, communicating, supporting and recruiting volunteers through fair and transparent processes. Laura has worked with volunteers at different levels and has experience of working with young people on projects. Laura has a strong administrative background in her various roles.

**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):**

One times Station Manager unpaid volunteer part time for 30 hours per week on average, supported by Station Manager (Director) unpaid, where responsibility lies.

Volunteer Coordinator – Unpaid 6 hours per week on average

Funding and Administration Assistant – Unpaid but looking to be paid after Year 1, 8 hours per week on average

Marketing and Event Support Assistant – Unpaid 4 hours per week on average

Volunteer Producer/Presenters – currently in the region of 20 individuals do this unpaid, on average and in general each person does 2 hours per week

**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:**

Witney Radio developed from an idea from the founder and Director of Witney TV. Coming from the local area he felt that Witney lacked a local Community Radio station. With a passion for radio and involvement in the industry he felt that this could be changed and that there were people in and around Witney willing to give their time to provide a service for others in the Community. Having experience of delivering a successful product with Witney TV, he set about gaining support and establishing the idea of a Local Community Radio Station.

Witney Radio began life in the garage of this Director's home and started test broadcast in a very limited way in July 2012. The station was launched to the public at Witney Christmas Lights Switch on 2012. The station began doing outside broadcasts and attracting more volunteers who wanted to host shows on the station from different areas and backgrounds.

In July 2013 Witney Radio moved to more permanent premises on an industrial estate on the outskirts of Witney thanks to support from Blenheim Palace. Here they grew in strength producing more live content and beginning to do live outside broadcasts. Some live recordings of bands also took place at this time. From the outset Witney Radio always intended to apply for a Community Radio FM licence as the best way to fully serve its community.

Google analytics shows average weekly listeners currently through the internet station of 2,289 who listen for an average of 12.37 minutes per person. Output has reduced as we pool resources and focus on this application. We have peaked at 5,859 and listener time of 13.01. Current social media sites shows support of the station at a stable level of around 1,927 Twitter Followers and 1,811 Facebook Likes.

**B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)).****Answer in fewer than 150 words:**

Witney Radio has been broadcasting as an internet-only Radio station since 2012. This has all been done with the support of volunteers, local businesses and organisations. When Witney Radio were in a position to apply for an RSL it was strongly considered. However, when looking at the schedule for invitations of applications for community radio licences: South East it was clear that invitations would be open for applications within less than 18 months of completion of an RSL. It was therefore decided that there would be insufficient time to complete an RSL in time to allow for application to OFCOM for an FM licence. The date for invitations for applications then changed which would have meant we could have done it had it changed at an earlier time.

**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:**

As mentioned the Directors have a large amount of experience in both, broadcast, education,

volunteering and local community work. Other volunteers also have backgrounds that bring something to the station. One volunteer is a Youth Worker, providing a useful contact for work with local young people. Another volunteer works in Marketing for a large motor company. We have volunteers who are linked to Town and District councils in the immediate vicinity, some have them have been involved in funding applications with these groups. Some of our volunteers are connected to local businesses or run their own business that comes into contact with individuals running their own business. Our volunteers are connected to local politicians and clubs and some have family working in broadcasting. Our consultant/accountant has experience with lots of different business in the area and also an accounting background.

**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:**

As well as volunteers with links to broadcasting we also have a consultant engineer experienced broadcast engineer. Our engineer is an established self-employed broadcast systems designer who has worked widely in both TV and Radio broadcast, in both BBC and Commercial sectors, and also for independent production companies. He volunteers to support his local station because he believes in what we are doing and can offer expertise that we do not have. He takes part in sound recordings as well as live broadcasts with us.

We also work with a well-known BBC presenter who does some voice over work, links and station identity jingles for us. He supports and guides us where he can.

One of our presenters previously applied for work on Blue Peter and our Director has, as previously describe a reasonably long link with the industry.

**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> <li>• summary of support from local business or other sectors;</li> <li>• evidence of support from your proposed target community.</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 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>Witney Round Table have supported Witney Radio with the funds to apply for this licence. We have worked together with the Round Table on a number of different projects, we regularly support the Witney Beer Festival a huge fundraiser for them and the Father Christmas activities.</p> <p>Witney Radio has supported Rotary club activities including the Witney Carnival and have provided a letter of support for this application. 'There is a lack of radio stations that provide a very local service to the community in West Oxfordshire and the business plan for Witney Radio if supported by yourselves will fill this gap.' The Rotary Club has funded the organisation in the past and are willing to fund the purchase of a transmitter should the application be successful.</p>	

We have worked with the Police to support Community Events for them. We received a letter of thanks for this work in which they thanked us for 'your valuable contributions to the day.'

A number of the events Witney Radio has supported have been held in St Mary's Church in Witney and we have also covered events at the Methodist and Congregational Church. The Reverend Simon Kirby said Witney Radio 'helps to foster stronger relationships in our community through letting people know what's happening in their area' and expressed the hope we would be able to 'further strengthen the community' in the future.

We have had thank you letters from other local groups we have worked with such as Carterton Brownies. Carterton Town Council have expressed an interest in supporting us financially should this application be successful.

West Oxfordshire District Council funded us to work on a WWI project. The chairman of the District Council Norman Macrae MBE, wished to add his support to this application and said 'there can be no doubting the fantastic service that Witney Radio currently provide to our community' and he went on to wish us every success with this venture.

We have supported Witney Town Councils Remembrance Day Event, Christmas advent event, as well as other events. Should our application be successful the Town Council have stated they would be more than happy to support us financially in the future for the work that we do.

David Cameron who is the constituency MP for Witney has written a letter of support for the Radio and specifically for this application. He feels 'There is a clear need for such a service in Witney and that is why I support this application.'

Labour Councillor Duncan Enright gave his support for the application stating 'Witney Radio has earned the right, through its digital service, to receive an FM licence. In the last few years it is the only media outlet that has consistently covered local events. It was the only broadcast outlet to interview all candidates in the General Election. It has provided consistent support for community activity'.

Blenheim Palace have been supporters of the Radio since 2013 they have provided a letter of support which states the value that they place on the service the Radio can provide for 'the small and start-up businesses who occupy our offices in the town. We believe there is a strong demand for the services that Witney Radio provide and that they are filling a gap in provision for the people of West Oxfordshire.'

Local musicians and groups have written to support this application as well, Maria L from The Other Dramas wrote about the work that we have done so far as an online only Radio station, supporting local charitable events and new and unsigned artists. She said 'as a result, they have established a reputation of being a unique, distinct voice and much loved resource for the community supporting and publicising events and artists in the area.'

David O who has been involved in local music events said Witney Radio's 'commitment to supporting all aspects of the community, but in particular the arts, has been invaluable in helping promote and sustain the events I am involved in and it is vital to our future that organisations such as Witney Radio continue to thrive and support us'.

We have a publicly accessible phone number and have had hairdressers call us and ask what frequency we are on as well as the police who had been contacted using the non-emergency contact number by a local resident enquiring about our frequency. When we have done public events and handed fliers out we have always had people saying 'what frequency are you on?' or 'how do we find you?' At such events we have also had people make comments such as 'it's about time Witney had its own radio station'.

We often get emails from people praising what we do as well as offering feedback to help us improve the service that we provide.

We have supported local charities and business. Claire D of local youth charity Base 33 added her support to this application stating 'This is an excellent local community focused resource that has offered opportunities for the young people we work with' and further said that the Radio has become 'an established and valued part of our community'.

The Thames Path Partnership Group have also supported this application stating 'The quality of their output has always been very professional, ... It is not just endless "Pop Music" but has a history of producing high level "speech based" content'. Michael S, MBE Chief Executive of the River Thames Alliance, added he felt the River Thames Alliance had 'been able to reach many of those who live in the Thames basin' as a result of programming.

Hana from Clubbercise, a new exercise class in Witney, said 'the radio station has helped me

massively grow my new business into a successfully community class'. Hilltop Garden Centre, The Blue Boar and Just Right Autos all supported Witney Radio in the form of advertising on the Internet Radio station and research shows that they would do more so if the Station were on an FM frequency.

**Ability to maintain the service – financial information:**

**16. Pre-launch financial information**

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

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

**17. Year 1 financial information - income**

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

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

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

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

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

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

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

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

**20. Year 1 financial information – commercial activities on air**

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

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

**21. Pre-launch financial information - contingency**

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

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

**22. Year 1 financial information - contingency**

If there is a shortfall between Year 1 income and Year 1 outgoings, please explain below how you would expect to cover any outstanding costs (see also 23 and 24 below).

Alternatively if there is a surplus at the end of Year 1, please explain what you intend to do with such additional resources.

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

**23. Financial information – loans and other borrowings**

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

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

**24. Financial information – alternative funding streams**

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

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

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

**Broadcasting engineering:****Engineering notes**

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

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

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

Applicants should read and be aware of the relevant part of the Ofcom Site Engineering Code which may be found at: [http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng\\_code/](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:	OX29 7DX
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>	SP 334 105
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	109.506m
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	11m
	What is the height, in metres, of the transmitting antenna AGL?	14.5m
	Please supply photographs of the transmitter mast / building and aerial location.	<input checked="" type="checkbox"/> Tick if enclosed
About the transmission site:	Who owns the site and what are their full contact details?	
	Is this site already used for broadcasting and if so by whom?	No
Transmission site 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> Barry Clack	
<b>Phone:</b> 01993 772266	
<b>E-mail:</b> barry@witneyradio.co.uk	
<b>Website:</b> www.witneyradio.co.uk	

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

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

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

### Concluding declaration:

28. Declaration		
<b>APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS</b>		
<p>1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in this section apply, this must be clearly indicated by writing "none" in any appropriate box.)</p>		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	None	None
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	None	None
c) Bodies whose objects are wholly or mainly of a religious nature	None	None
d) An individual who is an officer of a body falling within (c) above	None	None
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1a) of Part I of Schedule 2 to the Broadcasting Act 1990) or a body falling within (b) or (c) above)	None	None
f) An advertising agency or an associate of an advertising agency	None	None
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).	None	None
<b>Other interests</b>		
<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		
<b>Other matters</b>		
<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</p>		

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.
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. <b>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.</b> <input checked="" type="checkbox"/> Please tick this box to confirm that the applicant agrees with the above statements.
Please tick the boxes below to indicate which additional documentation is included as part of this application. We are not willing to accept additional information with this application, other than that set out below: <input checked="" type="checkbox"/> Memorandum & Articles of Association <input checked="" type="checkbox"/> Certificate of Incorporation <input checked="" type="checkbox"/> Application Payment (UK £ 600.00) non-returnable <input checked="" type="checkbox"/> Photographs of the transmitter mast / building and aerial location.

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

\_\_\_\_\_  
Laura Dean (Name of person)

\_\_\_\_\_  
Director (Title or position in the applicant group)

\_\_\_\_\_  
15<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..*