

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>
Carillon Wellbeing Radio	

2. Community to be served	Guidance Notes
<p>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.)</p>	<p><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.</i></p> <p><i>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>
<p>The target audience for Carillon Wellbeing Radio is people living in West Leicestershire who have, or who are at risk of developing, long term health conditions.</p> <p>According to the 2011 census, 118,259 people in the area covered by West Leicestershire Clinical Commissioning Group (WLCCG) assessed themselves as having a long term condition or disability and 96,229 in East Leicestershire (ELCCG).</p> <p>Older people are more likely to suffer from long term health conditions which lead them to attend health or social care providers or to be resident in social care facilities.</p> <p>The following data was supplied by Leicestershire Public Health Department and West Leicestershire CCG from the Quality and Outcomes Framework (QOF) April 2014 - March 2015</p> <p>The number of people aged over 50 registered in WLCCG GP practices is 141,577 (133,879 in ELCCG).</p> <p>Long term conditions that commonly lead to older people seeking healthcare and which are amenable to improvement through patient or carer empowerment include (but are not limited to)</p> <p>Chronic obstructive pulmonary disease WLCCG= 6,612 (ELCCG = 5,459).</p> <p>Coronary Heart Disease WLCCG = 11,648 (ELCCG = 10,545)</p> <p>Diabetes WLCCG = 20,201 (ELCCG = 16,926)</p> <p>There is considerable co-morbidity in long term conditions.</p> <p>2,815 people are known to have dementia in WLCCG (2,482 in ELCCG).</p> <p>In order to reach out to its target audience, Carillon Wellbeing Radio will promote the service to people attending or resident in health and social care facilities across West Leicestershire.</p> <p>Carillon Wellbeing Radio will promote its service to the 50 GP practices in West Leicestershire. (There are also 30 GP practices in East Leicestershire who may wish to listen on-line.)</p> <p>It will target waiting rooms in public building and social care facilities.</p> <p>In order to reach people with dementia, the service will promote some of its programmes to residential care homes in West Leicestershire.</p>	

3. Proposed area	Guidance Notes
What is the area you propose to serve?	<p><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></p> <p>http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/coverage/analogue-coverage-policy.pdf</p>
Health and Social Care facilities in the geographical footprint of West Leicestershire Clinical Commissioning Groups	

Programmes and programme output:

Definitions:

Studio location: The studio from which the service will be broadcast should be located within the licensed area.

Locally-produced: Locally-produced output is output made and broadcast from within the service's licensed coverage area. (It is anticipated that most stations will produce the bulk of their output themselves, in the locality. However, for some target communities it may be appropriate for fairly high levels of output to originate from outside the licensed area.)

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

Original output: output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

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

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

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

4. Programming output	Guidance Notes
<p>Please fill-in all three questions below</p> <p>Question A asks you to <u>describe your programme service</u>.</p> <p>Question B relates to how your output will serve the <u>tastes and interests</u> of your target community.</p> <p>Question C is about how your service will <u>broaden the range of local</u> (non-BBC) <u>services</u> 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"> <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> <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> <i>(iii) broaden the overall range of such non-BBC local services provided in the area concerned; and</i> <i>(iv) have a distinct nature, or provide distinct content, from any non-BBC local services with which it would overlap.</i> <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</i></p>

	<p><i>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?

Carillon Wellbeing Radio will act as a communication channel between patients and providers of healthcare information aimed to build resilience in people suffering from or at risk of long term health conditions such as Diabetes, Chronic Obstructive Pulmonary Disease, Heart Disease or Cancer.

It will work with the Collaboration for Leadership in Applied Health Research and Care East Midlands (CLAHRC-EM) to act as a medium for the dissemination of evidence based health and wellbeing messages.

The service will be upbeat and focussed on ways to wellbeing. The music to speech will be 80/20. It will vary according to the complexity of the information being carried.

Daytime programmes will consist of two 'Surgery' programmes, one in the morning and one in the afternoon, timed to meet the needs of people waiting in GP surgeries.

During the Morning (8 – 12) and Afternoon Surgery (2 - 6pm) the surgery-focussed programmes will play a wide range of music from all eras and genres, designed to suit the widest possible tastes. The music will avoid depressing or unhealthy themes and will be selected to provide an upbeat feel.

In between the tracks, presenters and guests will discuss evidence based messages from health and social care. The speech content will be provided by academic and clinical health and social care partners including the academic health collaboration CLAHRC-EM, Public Health, West Leicestershire Clinical Commissioning Group (WLCCG), the WLCCG Patient Participation Hub., Leicestershire County Council, North West Leicestershire District Council and individual GP surgeries and patient advocacy organisations. Carillon Wellbeing Radio will work with Voluntary Action Leicestershire to provide access to the airwaves for third sector providers of wellbeing related services.

The 'Surgery' timed programmes will encourage interaction with the station via text, email and, if volunteer resources allow, via phone message.

The lunchtime (Visiting Time 12-2pm) and early evening (Home Time) programmes will aim to meet the needs of people at home or in residential care who have long term health conditions. These programmes will have a magazine format allowing for longer periods of speech. These programmes may include short stories, plays and poetry some of which will be sourced from community creative writing groups especially those using words for wellbeing.

Evening programmes (until 10pm) will provide a range of specialist music shows such as Jazz, Folk, Rock and Roll, Country etc sourced from Carillon Radio and Hermitage FM.

Night time programmes will be predominantly music for the older listener.

There may be daytime programmes providing some non-English language content.

Health and Social Care partners will be asked to provide health messages in a range of locally predominant languages such as Gujarati, Punjabi, Bengali and Polish.

Programmes will be locally sourced from Carillon Radio, Castlemead Radio, Hill Top Radio and Hermitage FM. All programmes will be produced and broadcast as part of Carillon Wellbeing Radio.

Programmes will shadow the communications strategy of CLAHRC-EM aiming to provide relevant content to support the yearly cycle of health messages e.g. Mental Health Week, 'Flu Season, etc.

B. What is the address of the proposed studio (if known)?

Loughborough Hospital, Epinal Way, Loughborough LE11 5JY and Hermitage FM, Memorial Square, Coalville, LE67 3TU

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

Carillon Wellbeing Radio has engaged three reference groups to provide feedback from our target audiences.

Heath Lane Surgery Patient Participation Group (Earl Shilton) will provide personal feedback as well as formal evaluation of the daytime programmes including surveys in the GP practice. We will aim to roll this model out across the target area with the help of West Leicestershire Clinical Commissioning Group's Patient Participation Hub.

St Mary's Sheltered Housing Tenants and Residents Association will provide a reference group of active, independent, elderly people with or at risk of long term health conditions to give feedback on the full range of programmes.

Silver Oaks Care Home are prepared to provide advice on the programmes to be designed for residential care (Visiting Time and Home Time).

We will use an iterative evaluation model, supported by CLAHRC-EM to assess the acceptability of the music and wellbeing content to our target audiences. We will also be assessing the impact of these messages on the health behaviours of our listeners.

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

The commercial media, radio stations included, are prone to sensationalise stories about health, giving people false hopes or causing them to have unfounded fears.

Providers of evidence based healthcare messages such as CLAHRC-EM, Public Health and WLCCG sometimes struggle to get their sensible advice heard.

Carillon Wellbeing Radio will go out in waiting rooms and sitting rooms across health and social care. It will act as a media channel reaching out beyond the health and social care community, encouraging people to listen at home or in the car.

Using music as the hook, it will engage listeners with entertaining but realistic stories from clinical experts and expert patients. It will use these stories to encourage people to access healthcare appropriately, have sensible concern for their health, develop resilient ways of coping with illness and plan in advance for terminal conditions.

Social gain

5. Social gain

Community radio is required to be for the public good and to bring community benefits, or social gains, to listeners and participants. The requirement for 'social gain,' is one of the key factors that makes community radio stations different from other radio services.

Please tell us what community benefits your service

Guidance Notes

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.

<p>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>The legislation sets out social gains that stations must provide. These are the achievement, in respect of individuals or groups of individuals in the target community, or in respect of other members of the public, of the following objectives –</i></p> <ul style="list-style-type: none"> <i>(a) the provision of a radio service to individuals who are otherwise underserved by such services,</i> <i>(b) the facilitation of discussion and the expression of opinion,</i> <i>(c) the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the station, and</i> <i>(d) the better understanding of the particular community and the strengthening of links within it.</i> <p><i>Social gain may also include the achievement of other objectives of a social nature.¹</i></p> <p><i>Applicants are required to provide evidence that their service will result in significant social gain to the public or the target community(ies). Copies of letters or research reports etc. should not be submitted, but brief relevant extracts from them, which represent an accurate and comprehensive summary, may be included. If we wish to see the source material, we will ask for it.</i></p> <p><i>Ofcom is required to have regard to the extent to which your proposed service would result in the delivery of social gain to the public or target community.</i></p>
<p>Loneliness can affect people irrespective of age, or class or background, but can be triggered by key transitions in older-age. These include the onset of major or chronic illness, sensory or cognitive impairment, becoming a long term carer, bereavement, moving away from family and friends, or going into hospital or moving into sheltered housing or care home settings. These key transitions often involve interventions from NHS or Social Care.</p> <p>The Baring Foundation's paper 'Tackling Loneliness in Older Age – the Role of the Arts' recommends using arts provision to improve the health, wellbeing and social connections of older populations. (Baring Foundation 2012)</p> <p>Access to arts and culture can be difficult for some older adults of whom 6% leave their house less than once a week. Community radio can be used as a source of art and culture in itself. It can also act as the hub for a wide range of community providers, bringing opportunities to the attention of older listeners and carers who might otherwise be unaware of what is available.</p> <p>A long standing criticism of mass media has been that they are 'one- way' channels, that tell people about health but cannot allow the audience to talk back or get involved. Community media are increasingly being seen as a solution to this problem.</p> <p>Community radio stations are situated within a community, serve that community and are staffed by a broad cross-section of community members. Such stations tend to have a strong commitment to local participation, social inclusion and social or community development (Department for International Development 2004).</p> <p>Carillon Wellbeing Radio has had a formal letter of support from the Chair of Leicestershire's Health and Wellbeing Board. The letter states that:</p> <p>"Members of the Health and Wellbeing Board are of the view that the benefits of your proposed Carillon Wellbeing Radio service will include reducing social isolation, sharing health and wellbeing information and engaging with remote communities. Board members also expect that the radio station will promote self-help and potentially reduce demands on services. "</p> <p>The Chair suggested the Carillon Wellbeing Radio Team meet with Patient Participation Groups and GP Localities, which we have done and found them supportive.</p>	

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

At briefings, Carillon Wellbeing Radio has also received supportive written feedback from senior officers and/or members from:-

Leicestershire County Council:

- Adults and Communities
- Adult Social Care
- Public Health

West Leicestershire Clinical Commissioning Group

East Leicestershire Clinical Commissioning Group

Leicestershire Police

Leicestershire Partnership Trust

Healthwatch

NHS England

NW Leicestershire District Council Safer Communities Partnership

Melton Borough Council

North West Leicestershire GP Locality

Hinckley and Bosworth GP Locality

The Carillon Wellbeing Radio project is working with NHS health innovators CLAHRC-EM who consider that it aligns with their patient and public communication and engagement strategy. It has the support of the Leicestershire Academy for the Study of Ageing (LASA) a collaboration between Leicester University Medical School and De Montfort University. Researchers from LASA hope to use Carillon Wellbeing Radio to disseminate innovative healthcare messages to their target population of patients and public.

CLAHRC-EM are supporting Carillon Wellbeing Radio to bid to the National Institute of Health Research (NIHR) for a Knowledge Mobilisation Fellowship. If successful, this would provide a half time experienced medical innovator to implement and evaluate the project over a period of 4 years

Baring Foundation. 2012. *Tackling Loneliness in Older Age - The role of the arts*. The Baring Foundation.

Department for International Development. 2004. *Radio broadcasting for health: a decision makers guide*.

London: Department for International Development. Accessed 04 02, 2016.

http://www.who.int/management/programme/health_promotion/RadioBroadcastingHealth.pdf.

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>The process of implementing Carillon Wellbeing Radio needs to include working with its partners including patients and public to develop a clear mission and developing a set of measures of its effectiveness (Byrne, Gray-Felder & Hunt, 2005). These will include process measures of the reach, use and impact of the station by partner organisations (including CLAHRC-EM, Leicester Academy for the Study of Ageing, Leicestershire Public Health Department, West Leicestershire CCG and its patient Participation Group Hub, etc.) as a vehicle for healthcare messages.</p> <p>Using a participatory monitoring and evaluation framework and qualitative methods in an iterative service evaluation model this knowledge mobilisation implementation project will ask 'if Carillon Wellbeing Radio is effective, how will we know?'</p> <p>Recha and Use (monitoring and evaluation)</p>	

Measuring the reach and use of Carillon Wellbeing Radio will use the ongoing evaluation of the project to guide further implementation.

How can Carillon Wellbeing Radio build entertaining, informative and educational programmes that communicate health narratives, motivate listeners and build individual and community capacity?

Making use of reference group discussions, listener feedback, online and waiting room surveys, the project will seek stakeholder, patient and participant suggestions for improving the reach, use and impact of community radio as a medium for the communication of health and social care information.

7. Access to facilities and training	Guidance Notes
<p>Set out the practical (formal and informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities that would be used for the provision of your service and to receive training in their use.</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed access and objectives for training people in the use of the facilities as set out below.</p>	<p><i>Ofcom is required by the legislation to have regard to the provision each applicant proposes to make to allow for access by members of the target community to the facilities to be used for the provision of the service and for their training in the use of those facilities.</i></p>
<p>Carillon Wellbeing Radio intends to work with Leicestershire Clinical Commissioning Groups, Patient Participation Groups, CLAHRC-EM, healthcare providers, academic researchers and expert patients to create lively and engaging messages.</p> <p>The project will draw on the research outputs of teams associated with CLAHRC-EM with the aim of mobilisation locally developed evidence based self-help.</p> <p>The radio messages will aim to communicate the lived experience of people with long-term health conditions intending to enable others to learn ways to manage their health more effectively.</p> <p>Carillon Wellbeing Radio will source training for members of our target audience, especially expert patients, in the use of community radio as a medium. Training will be provided through its close association with Carillon Radio and Hermitage FM.</p> <p>Training will include confidence building, creating snappy messages, interview techniques, putting a programme together, engineering a programme and presenting a programme.</p>	

Ensuring accountability:

8. Accountability	Guidance Notes
<p>Please set out your proposed community accountability mechanisms. These should cover matters such as:</p> <p>How will members of your target community:</p> <ul style="list-style-type: none"> • make contact with your service, and • influence the operation of the service? <p>How will suggestions or criticisms from members of your target community (or communities) be considered and acted upon?</p> <p>Your draft 'key commitments' (later in this form) should include a summary of your proposed accountability measures as set out below.</p>	<p><i>Broadcasting legislation specifies a number of 'characteristics of community radio services'. Licence holders need to ensure their services conform to these characteristics. One is that, in respect of the provision of the service, the provider makes itself accountable to the community (or communities) the service is intended to serve.</i></p> <p><i>Ofcom is required to have regard to the provision each applicant proposes to make in order to ensure its accountability to the relevant community (or communities).</i></p>
<p>Carillon Wellbeing Radio will implement a medium for the dissemination and uptake of evidence based health and wellbeing messages.</p> <p>Carillon Wellbeing Radio will work with CLAHRC-EM, its three reference groups and with WLCCG Patient Participation Groups to encourage patient and public participation and to demonstrate that it has made a difference.</p>	

To be effective:

1. Carillon Wellbeing Radio needs to be tuned into by as many health and social care venues as possible.
2. The messages need to be listened to by as many of the target (patient and public) audience as possible.
3. The target audience (patient and public) need to act on those messages appropriately.

Measuring 1.) will be an essential part of the iterative evaluation of the early implementation phase as Carillon Wellbeing Radio builds its audience. Carillon Wellbeing Radio will seek constant feedback from GP practices to ensure the outputs are acceptable to patients and staff.

Measuring 2.) will require proactive, structured feedback which asks patients in a particular venue if they have noticed the Radio and if they have listened to any of the messages.

Heath Lane Surgery Patient Participation Group (PPG) have offered to assist with this in their surgery using a GP survey format. We would hope to spread this model on a surgery by surgery basis with the assistance of WLCCG PPG Hub.

Measuring 3.) will depend on the message being given. Carillon Wellbeing Radio will work with the CCGs, Public Health and with CLAHRC-EM to evaluate the impact of the service.

For example, during seasonal 'Flu Campaigns, it may be able to demonstrate differential 'flu jab uptake in surgeries who have engaged with Carillon Wellbeing Radio or a 'before and after' effect.

During a campaign to promote uptake of an online resource or a 'Recovery College', the web-link or sign-up form could ask respondents 'where did you hear about this?'

Other outputs will aim to create two way communication about the project to the target audience, local stakeholders and to other health and social care economies. This will include:-

- Facebook page and social media presence.
- Presentations to Leicestershire's Health and Wellbeing Board.
- Presentation to CCG Patient Participation Group Hub.
- Articles in journals relevant to General Practice, Public Health and Communications.

Guidance notes: station's draft key commitments

Please draft the Key Commitments for your proposed service. There is a blank key commitments template overleaf. If your organisation is awarded a licence, the key commitments you draft here will be included in your licence. (Please note: Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals).

Your draft Key Commitments should be consistent with, and, where appropriate, summarise the answers you have already given in this application form.

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

We would expect key commitments to be brief and no more than one page long.

KEY COMMITMENTS: to be completed by the applicant

[Guidance is given in italics.]

<p>Station name <i>[As in section 1 of this application]</i></p>	<p>Carillon Wellbeing Radio</p>
<p>Licence area <i>[State the proposed coverage area as set out in section 3 of this form.]</i></p>	<p>The geographical footprint of West Leicestershire Clinical Commissioning Group</p>
<p>Description of character of service <i>[Describe in no more than 80 words in total]:</i></p> <ul style="list-style-type: none"> - the target community/communities <i>[describe the community or communities you will serve; this should be a summary of your answer in section 2 of this form]:</i> - the main purpose of the service - the station's primary functions or activities. <p>The target audience for Carillon Wellbeing Radio is people living in West Leicestershire who have, or who are at risk of developing, long term health conditions.</p> <p>Carillon Wellbeing Radio will act as a communication channel between patients and providers of healthcare information aimed to build resilience in people suffering from or at risk of long term health conditions such as Diabetes, Chronic Obstructive Pulmonary Disease, Heart Disease or Cancer.</p> <p>It will work with the Collaboration for Leadership in Applied Health Research and Care East Midlands (CLAHRC-EM) to act as a medium for the dissemination of evidence based health and wellbeing messages.</p> <p>The service will be upbeat and focussed on ways to wellbeing.</p> <p>In order to reach out to its target audience, Carillon Wellbeing Radio will promote the service to people attending or resident in health and social care facilities across West Leicestershire.</p>	
<p>The service broadcasts: <i>[these bullet points should be a summary of the answers you have given in section 4 of this form]:</i></p> <ul style="list-style-type: none"> • The main types of music broadcast over the course of each week are: a wide range of music from all eras and genres, designed to suit the widest possible tastes, including Jazz, Folk, Rock n Roll, Country, etc. • The main types of speech output broadcast over the course of each week are: Health and Wellbeing messages, local events, short stories, plays, poetry, news items. • Over the course of each week programming will be in English with possible input from other minority languages. • The service provides original output for a minimum of 4 hours per day. • The service provides locally-produced output for a minimum of 4 hours per day. <p>The studio is located within the licensed coverage area.</p> <p>The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:</p> <ul style="list-style-type: none"> • the facilitation of discussion and the expression of opinion, • the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and • the better understanding of the particular community and the strengthening of links within it. <p>Members of the target community contribute to the operation and management of the service.</p> <p>The service has mechanisms in place to ensure it is accountable to its target community.</p>	

[Please note: If awarded a licence, the key commitments you draft here will be included in your licence. (However, Ofcom may require amendments if, for example, we feel changes are required to better reflect your application proposals).]

About your organisation:

9. Company details	Guidance Notes
<p>The legislation requires that:</p> <ul style="list-style-type: none"> Community radio services should not be provided primarily for commercial reasons or for the financial or other material gain of the body providing the service or the individuals involved in it Any profits produced may only be used to either improve the future provision of the service or for the delivery of social gain to members of the public or the target community 	
<p>Provide the name of the body corporate (e.g. company) submitting this application and the type of body corporate.</p> <p>Please provide copies of the company's Memorandum, Articles of Association and Certificate of Incorporation (or, where it is another type of body corporate, its founding documents and those which set out its objectives and rules of operation)</p>	<p><i>Only a body corporate can hold a community radio licence. A body corporate is almost always a (registered) company, although it can also include, for example, some bodies created by statute (an individual or a registered charity on its own is not a body corporate).</i></p> <p><i>Your application must therefore be submitted on behalf of a registered company (or other body corporate). There are different types of company (e.g. a company limited by shares, a community interest company, a company limited by guarantee) and we need to know what kind of company is applying for a licence.</i></p> <p><i>We will not consider a licence award to a company if it has not yet been registered. If the application is successful the licence will be awarded to the body corporate (e.g. company) submitting this application.</i></p>
Company (or other body corporate) name:	Carillon Wellbeing Limited
Date of registration:	18 October 2016
Company registration number:	10433728
Type of company (or other body corporate):	Limited by Guarantee
Where your body is not a company, please explain how it meets the requirement to be a body corporate:	

10. Ownership	Guidance Notes
<p>Please provide details of who controls and who owns the body corporate (e.g. company) applying for this licence, and on what basis this control and ownership is achieved. (If this will be different once the station starts broadcasting please say so (a licence is not issued until broadcasting starts.)</p> <p>The information provided must include:</p> <ul style="list-style-type: none"> all the subscribers, members, shareholders, or whatever is appropriate for the applicant company (or body corporate), and state the extent of their interest (e.g. % shareholding) (if the company will be controlled by members, but the members are not yet recruited, please say so). (You will also be asked about the board of directors in 11 & 12 below.) details of any individual, company or other body that may exert control over the applicant. 	<p><i>Ofcom needs to know about the ownership of the company (or other body corporate) applying for this licence, and any issues regarding its control. We will also consider how the company (or body corporate) will be run (this will usually be specified in the Articles of Association of the company).</i></p> <p><i>In relation to exerting control over the applicant, the information provided should include the name and address of any individuals or corporate bodies in accordance with whose wishes the applicant's affairs are or will be conducted in most cases or in significant respects.</i></p>

Carillon Wellbeing Limited is a private company limited by guarantee without share capital set up by the Directors and members of Hermitage FM (Community Radio Station for NW Leicestershire) and Carillon Radio, the Hospital Broadcaster operating 4 LPAM licences. All assets and equipment will be shared between the two groups who will operate independently.

The present directors are Jon Sketchley, Jan Sketchley, Andy Jordan and John Legrys, all of whom are current officers or members of Carillon Radio.

Ability to maintain the service:

11. Management and operations	Guidance Notes
<p>With regard to the applicant please provide:</p> <ul style="list-style-type: none"> • A list of directors, indicating who is the managing director and/or chair (please see question 12 regarding directors' details). • An indication of management structure (e.g. management committee or equivalent, if applicable), and/or • Information about who would be responsible for the day to day management and running of the station (there is a separate question regarding other staff below). Explain the role(s) in the station, job titles, and indicate whether paid or voluntary, full or part-time (and the number of hours). 	<p><i>In addition to the notes above on ownership, Ofcom is also required to evaluate the human resources involved in the running of a community radio station. Answers should demonstrate how those who have relevant experience will work for the station. In addition, a diagram or organisation chart may help paint a clearer picture.</i></p>
<p>The station will operate with a management committee consisting of the four directors plus members and additional members from key stakeholders</p> <p>Directors:</p> <p>Andy Jordan Chairman/Station Manager</p> <p>Jon Sketchley Technical</p> <p>Jan Sketchley Finance and Administration</p> <p>John Legrys Community Liaison</p> <p>Committee Members (Non-Directors)</p> <p>Terri Eynon</p> <p>John Sinclair</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. Some or all of the information given in this section will usually be removed from the publicly available copy of this application form. (All community radio applications forms will be made available on our website.) If you request that any information be removed, please indicate which (and why) by email to community.radio@ofcom.org.uk.</i></p>
<p>All Directors are unpaid</p> <p>Andrew Jordan</p> <p>Employment: General Medical Practitioner</p>	

Other directorships: Director of Erewash Health Ltd
Relevant experience or qualifications: 20 years radio broadcasting, wide knowledge of health issues

Jon Sketchley

Employment: Retired

Other directorships: Carillon Broadcasting Ltd

Relevant experience or qualifications: Former Marconi apprentice for 6.5 years, employed by Marconi for 10 years, Technical Director of Electronics company for 28 years. Licenced Radio Amateur, 16 years of AM engineering and broadcasting, 8 years of FM engineering and broadcasting

Jan Sketchley

Employment: Retired

Other directorships: Carillon Broadcasting Ltd

Relevant experience or qualifications: 20 years of finance/administration/fundraising for Hospital Radio and very successful FM Community Radio station.

John Legrys

Employment: Retired

Other directorships: None

Relevant experience or qualifications: 8 years radio broadcasting, extensive knowledge of local communities and area

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

13. Staffing structure

Guidance Notes

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

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

All Directors and Members are unpaid

Andy Jordan – Station Manager, part-time (15 hrs), voluntary

Jon Sketchley – Station Engineer/Technical Support, part-time (35 hrs), voluntary

Jan Sketchley – Administration/Finance/Funding, part-time (20 hrs), voluntary

John Legrys – Community Liaison, part-time (15 hrs) voluntary

Terri Eynon – Training Co-ordinator, part-time (20 hrs), voluntary

John Sinclair – Programme Controller, part-time (15 hrs), voluntary

Presenters – all part-time, voluntary

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.	<i>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.</i>
A. Please provide a brief history of your group.	
<p>After 37 years as an internal operation in Loughborough Hospital, Carillon Radio converted to an LPAM licence in 1999. We have since added 3 other LPAM licences for 3 more hospitals in Oakham, Coalville and Ashby-de-la-Zouch.</p> <p>In 2008 the group were successful in obtaining a Community Radio Licence (Hermitage FM) to serve North West Leicestershire whilst still supporting and operating Carillon Radio.</p>	
B. Please summarise the group's broadcasting experience (e.g. internet radio, Restricted Service Licences (RSLs)).	
We have operated a long term RSL (LPAM) for 17 years using the 2 frequencies allocated. We have extensive experience in all aspects of radio broadcasting and engineering with the ability to handle everything in-house. We also carry out many live outside broadcasts during the year.	
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).	
<p>Jon Sketchley has many years' experience in Electronic Engineering and Communications with the Marconi Company. He has extensive knowledge of AM engineering and is also a licenced radio amateur.</p> <p>We have successfully maintained Hermitage FM for the last seven years with fundraising, grant application and trading. Amongst the group we number 4 teachers 2 GPs, a Librarian, a Business Administrator, an accountant, a Communications Officer, a Charity Administrator, and an IT Manager, all of whom contribute to the running of the operation.</p>	
D. Please summarise the radio broadcasting experience of key individuals in the applicant group (only if not already described above).	
Most of our members have several year's broadcasting experience with Carillon Radio and Hermitage FM. We also have three presenters with over 30 year's experience with BBC Local Radio and TV.	

Evidence of demand:

15. Demand and/or support	Guidance Notes
<p>Please provide a summary of evidence of demand and/or support for your proposed service.</p> <p>This may include a variety of information, for example:</p> <ul style="list-style-type: none"> • summary of support from statutory or voluntary sector organisations which expect to contribute practically and/or financially to your operations, or which would expect to collaborate with you in joint activities; • evidence of interest generated through radio activity (e.g. RSLs, internet radio), community activity, training, voluntary sector work etc; • results of research; • summary of support from local politicians, councils, educational or religious bodies etc; • summary of support from local business or other 	<p><i>When considering community radio licence applications, Ofcom is required to take into account the extent of local demand for, or support for, the provision of the proposed service.</i></p> <p><i>It is for applicants to decide what evidence of demand or support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support by your group, or to petitions.</i></p> <p><i>Copies of letters or research reports etc. should not be submitted. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of</i></p>

sectors; • evidence of support from your proposed target community.	<i>any such supporting evidence. If we wish to see the source material, we will ask for it.</i>
<p>In a Parish Council, co-created health and wellbeing consultation with residents of a sheltered housing complex (St Mary's, Donington le Heath, Leicestershire) residents raised concerns about transport, isolation and the difficulty of giving feedback to healthcare to improve services. The Wellbeing Radio project is one of the interventions inspired by this co-created report.</p> <p>The St Mary's Tenants and Residents Association continue to support the project, and have given feedback on proposed programme styles to help build an audience. The Heath Lane Surgery Patient Participation Group has met with the project to identify barriers and enablers to Carillon Wellbeing Radio engaging with patients and GP practices.</p> <p>Carillon Wellbeing Radio has had a formal letter of support from the Chair of Leicestershire's Health and Wellbeing Board.</p> <p>The letter states that:</p> <p>"Members of the Health and Wellbeing Board are of the view that the benefits of your proposed radio wellbeing service will include reducing social isolation, sharing health and wellbeing information and engaging with remote communities. Board members also expect that the radio station will promote self-help and potentially reduce demands on services. "</p> <p>The Chair suggested the Carillon Wellbeing Radio Team meet with Patient Participation Groups and GP Localities, which we have done and found them supportive.</p> <p>At briefings, Carillon Wellbeing Radio has also received supportive written feedback from senior officers and/or members from:-</p> <p>Leicestershire County Council</p> <ul style="list-style-type: none"> - Adults and Communities - Adult Social Care - Public Health <p>West Leicestershire Clinical Commissioning Group</p> <p>East Leicestershire Clinical Commissioning Group</p> <p>Leicestershire Police</p> <p>Leicestershire Partnership Trust</p> <p>Healthwatch</p> <p>NHS England</p> <p>NWLeicestershire District Council Safer Communities Partnership</p> <p>Melton Borough Council</p> <p>North West Leicestershire GP Locality</p> <p>Hinckley and Bosworth GP Locality</p> <p>The Carillon Wellbeing Radio project is working with NHS health innovators CLAHRC-EM who consider that it aligns with their patient and public communication and engagement strategy. It has the support of the Leicestershire Academy for the Study of Ageing (LASA) a collaboration between Leicester University Medical School and De Montfort University. Researchers from LASA hope to use Radio Wellbeing to disseminate innovative healthcare messages to their target population of patients and public.</p> <p>CLAHRC-EM are supporting Carillon Wellbeing Radio to bid to the National Institute of Health Research (NIHR) for a Knowledge Mobilisation Fellowship. If successful, this would provide a half time experienced medical innovator to implement and evaluate the project over a period of 4 years.</p>	

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.ofco.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

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

23. Financial information – loans and other borrowings

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

24. Financial information – alternative funding streams

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

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

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

Broadcasting engineering:

Engineering notes

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

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

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

Applicants should read and be aware of the relevant part of the Ofcom Site Engineering Code which may be found at: http://stakeholders.ofcom.org.uk/broadcasting/guidance/tech-guidance/eng_code/

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

25. Engineering information

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

Waveband:	Is the application for an FM licence?	No
	Is the application for an AM licence?	Yes
	Should a suitable FM frequency be unavailable, would a frequency on AM be acceptable? <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

Community radio application form

Transmission site address:	What is the postal address and post code:	Loughborough Hospital, Hospital Way, Loughborough, LE11 5JY
National Grid Reference (NGR):	The NGR is a reference code comprising two letters and two groups of three numbers (e.g. SW 123 456). It is available from Ordnance Survey. Further information can be found at: http://www.ordnancesurvey.co.uk/oswebsite/index.html	SK 524 198
About the site's dimensions:	What is the height of the site, in metres, Above Ordnance Datum (AOD)?	48 metres
	In metres, what is the total height of the mast / building Above Ground level (AGL)?	20 metres
	What is the height, in metres, of the transmitting antenna AGL?	20 metres
	Please supply photographs of the transmitter mast / building and aerial location.	✓ Tick if enclosed
About the transmission site:	Who owns the site and what are their full contact details?	[...]
	Is this site already used for broadcasting and if so by whom?	Yes, Carillon Radio
Transmission site availability:	Delete as appropriate the yes/no answers which describe your situation regarding proposed site (it may be that you cannot answer all four questions):	
	Site identified?	Yes
	Provisional agreement with site owner in place?	Yes
	Or under negotiation?	No
	Applicant group owns site?	No
	Other – please specify.	

How to contact you:

26. Public contact details		Guidance Notes
Provide the name of the person who will deal with enquiries from the press and public and the contact details for them.		<i>Ofcom will publish community radio licence applications, and from time to time statements which may include public contact details, on its website. A point of contact is required to deal with press and other enquiries from interested parties.</i>
Name:	Jon Sketchley	
Phone:	01530 460992	
Mobile:	07973 833660	
Email:	admin@carillonradio.com	

27. Contact details for Ofcom	Guidance Notes
-------------------------------	----------------

Concluding declaration:

28. Declaration
APPLICANT'S, DIRECTORS' AND OWNERS' OTHER INTERESTS
1. In relation to the applicant and any body's and/or individuals whose details are given in sections 11, 12 and 13 of this application, please state whether the applicant, any body or individual is (and if so identify that body or individual) involved in any of the activities set out in the table below, and the extent of the involvement or interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies): (Note: if none of the following categories in

this section apply, this must be clearly indicated by writing "none" in any appropriate box.)		
Activity/involvement	By the applicant and/or a shareholder or member (section 11 of this application form)	By a director (section 12 of this application form)
a) Local authorities	John Legrys Terri Eynon	John Legrys
b) Bodies whose objects are wholly or mainly of a political nature, or which are affiliated to such a body	John Legrys Terri Eynon	John Legrys
c) Bodies whose objects are wholly or mainly of a religious nature		
d) An individual who is an officer of a body falling within (c) above		
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		
f) An advertising agency or an associate of an advertising agency		
g) Other broadcasting interests (including radio, television, satellite and cable broadcasting and allied activities).		
<p>Other interests</p> <p>2. Give details of any other interest or activity of the applicant which is or could be incompatible with the requirements imposed by or under Schedule 2 to the Broadcasting Act 1990 (as modified by the Community Radio Order 2004) and Articles 6 and 7 of the Community Radio Order 2004. Please also give details of any other participant in the applicant whose interest is or could be incompatible with those requirements. (You may need to seek advice about these matters)</p> <p>Answer:</p>		
<p>Other matters</p> <p>3. In pursuance of its duties under Section 86(4) of the Broadcasting Act 1990 (as amended), Ofcom requires that the applicant should notify Ofcom of any matters which might influence Ofcom's judgement as to whether:</p> <ul style="list-style-type: none"> (i) the applicant; (ii) any director of the applicant; (iii) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant; <p>may not be considered a 'fit and proper person' to participate in a radio licence. Such matters would include, for example, the following (whether they occurred in the UK or any other country): any unspent criminal conviction, any undischarged insolvency and/or bankruptcy orders, any disqualification from being a director of a limited company, and any adverse findings made by Ofcom (or its predecessor broadcast regulators), any other regulatory authority and/or any court or tribunal in respect of any regulatory matters.</p> <p>Answer:</p>		
<p>Do you confirm, to the best of your knowledge and belief, that:</p> <p>4. The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);</p> <p>5. The applicant is not otherwise a disqualified person in relation to the licence by virtue of Part II of Schedule 2 to the Broadcasting Act 1990 or any other rule prohibiting its holding the licence;</p> <p>6. No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;</p> <p>7. No person (body corporate or individual) involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person (body corporate or individual) so convicted will be concerned in the provision of the service, the</p>		

making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and

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

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

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

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

- Memorandum & Articles of Association
- Certificate of Incorporation
- Application Payment (UK £ 600.00) non-returnable
- Photographs of the transmitter mast / building and aerial location.

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

Jon Sketchley

(Name of person)

Technical Director

(Title or position in the applicant group)

24 October 2016

(Date)