

Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

Name of applicant (i.e. the body corporate that will hold the licence):

SHEPPEY MATTERS

Proposed service name:

SHEPPEY FM 92.2

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

MEDWAY & SWALE DAB LTD

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email):

JULIE NICHOLLS / SHEPPEY MATTERS, THE HEALTHY LIVING CENTRE, OFF ROYAL RD,
SHEERNESS ME12 1HH 01795 664499 / 07918624267/ julie@sheppeymatters.org.uk



2. Applicant's details

About this section

In this section we are asking you for details about the applicant company. This must be a body corporate which is not profit distributing.

In the first part of this section, we are asking for basic details about the applicant. These include company registration number and contact information.

In the second part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a C-DSP licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and propriety to hold a C-DSP licence.

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

Applicant information and contact details

2.1 Name of applicant (i.e. the body corporate that will hold the licence):

SHEPPEY MATTERS

2.2 Company registration number stated on Companies House:

03946296

2.3 For UK registered companies, the address of the applicant's registered office stated on Companies House.

For non-UK registered companies, the principal office address:

THE HEALTHY LIVING CENTRE, OFF ROYAL RD, SHEERNESS, KENT ME12 1HH

2.4 If a UK registered company, is the current Memorandum and Articles of Association document available on the Companies House website?

Yes No

If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.

2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

Full name	REBECCA GEBBIE
Job title	CEO
Address	SHEPPEY MATTERS THE HEALTHY LIVING CENTRE, OFF ROYAL RD, SHEERNESS, KENT ME12 1HH
Telephone	01795 585335
Mobile	07917152287
Email	rebecca@sheppeymatters.org.uk

2.6 If the proposed Licensed Service has/will have a website, please provide the website address below.

Sheppeyfm.org.uk / sheppeymatters.org.uk

2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

Through advertising and sponsorship revenues
Grants and fundraising
Roadshow income

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Michael Brown	c/o Sheppey Matters THE HEALTHY LIVING CENTRE, OFF ROYAL RD, SHEERNESS, KENT ME12 1HH	UK	N/A	N/A
Gareth Dyson	c/o Sheppey Matters	UK		HMP

¹ This should be the same address as is held and published by Companies Hou

	Sheppey Healthy Living Centre Sheerness Kent ME12 1HH			
Teresa Harris-Boag	C/O Sheppey Matters Sheppey Healthy Living Centre	UK		Community Worker
Ken Pugh	C/O Sheppey Matters Sheppey Healthy Living Centre	UK	N/A	N/A
Evan Francis	C/O Sheppey Matters Sheppey Healthy Living Centre	UK		Self employed
Seshnie Naidoo	C/O Sheppey Matters Sheppey Healthy Living Centre	UK		Teacher
Paul Murray	C/O Sheppey Matters Sheppey Healthy Living Centre			Teacher

2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Charity organisation with no shareholders

- 2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

(If this question is not applicable to the applicant please respond "N/A" in the table.)

Full name of the entity	Address
N/A	

- 2.11 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled by the applicant, and their affiliates:

(If this question is not applicable to the applicant please respond "N/A" in the table.)

Full name of the entity	Address	Affiliates
N/A		

Details of persons who control the applicant

- 2.12 Complete the following table, expanding it if necessary, to list all persons who control the applicant, together with their affiliates. If any persons or bodies control the applicant jointly because they act together in concert (e.g. because of a shareholder's agreement), each such person must be identified here:

(If this question is not applicable to the applicant please respond "N/A" in the table.)

Full name of individual or body	Address	Affiliates
N/A		

- 2.13 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, and any affiliates of those bodies. An "officership" refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

(If this question is not applicable to the applicant please respond "N/A" in the table)

Full name of individual	Name of body in which officership held	Affiliates of that body
N/A		

2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

(If this question is not applicable to the applicant please respond "N/A" in the table)

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A		

2.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If this question is not applicable to the applicant please respond "N/A" in the table)

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Involvement of the applicant in specified activities

2.16 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes / No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
a) A local authority	NO	
b) A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	NO	
c) A body whose objects are wholly or mainly of a religious nature; ²	NO	

² Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

d) An individual who is an officer of a body falling within (b) or (c);	NO	
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) of a body falling within (b) or (c);	NO	
f) An advertising agency or an associate of an advertising agency	NO	

Details of applications, licences and sanctions

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

Yes No

If yes, please provide the licence details expanding the table if necessary:

Licence number	Name of multiplex
CR101266	MEDWAY & SWALE DAB LTD

2.18 Has the applicant (i.e. the body corporate that will hold the licence) held an Ofcom broadcasting licence before?

Yes No

If yes, please provide the details expanding the table if necessary:

Licence number	Name of service or multiplex
CR101266	

2.19 Has anyone involved in the proposed service held an Ofcom broadcasting licence or been involved in an Ofcom-licensed broadcast service before?

Yes No

If yes, please provide the details expanding the table if necessary:

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
APRIL 2017	CR101266	SHEPPEY FM 92.2
TO DATE		

2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

Yes No

If yes, please provide the licence details expanding the table if necessary:

Licence number	Name of service or multiplex
CR101266	SHEPPPEY FM 92.2

2.21 Is the applicant (i.e. the body corporate that will hold the licence) controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

Yes No

If yes, please provide the following information, expanding the table if necessary:

Licence number	Name of service or multiplex
N/A	

2.22 Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

Yes No

If yes, please provide the following information, expanding the table if necessary:

Licence number	Name of service or multiplex

2.23 Is the applicant – or any person(s) controlling the applicant - subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

Yes No

If yes, please provide the following details expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Details of the investigation

2.24 Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

Yes No

If yes, please provide the following details relating to each sanction expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed

2.25 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence?

Yes No

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty

2.26 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

If you have no information to provide, please respond “N/A”.

N/A

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simul-cast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

Your proposed service and target community

3.1 What is the proposed service name?

SHEPPEY FM 92.2

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

MEDWAY & SWALE DAB LTD

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).³

³ If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

SHEERNESS, ME12 1HH

- 3.4 If the proposed service is a simulcast or corresponding service of an existing licensed radio service, please list that below and provide the licence number.

N/A

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the cover-age area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

Sheppey Matters has been successfully delivering 'Health & Wellbeing' for over 30 years to our target community and has established strong links with multiple organisations, supported by Kent County Council, Swale Borough Council and the NHS. There is, without doubt, no one more experienced or proficient in this provision of specialised care within our local community. Sheerness has very high levels of deprivation (bottom 1% in the UK) in education, unemployment and health & social care, making our local services particularly relevant to a large majority of our community and unique and very distinct in nature and content to any other station in the area. No other station caters for the needs of our target community, and many schools and organisations travel long distances to work with us. We have an unrivalled opportunity to meet these demands.

We address poor educational issues through our established strong links with our schools/colleges and academies to provide training courses and work experience placements, and offer a Youth-led Radio Club. We are a registered Arts Award centre of excellence on the QCF framework up to level 3. We deliver Arts Awards for those less able to achieve in mainstream education and have received the PRTA (Princess Royal Training Award) for our achievements.

Sheerness has a population of 13,000 and the combined wards of Sheerness-East and Sheerness-West have a population of 11,940. Compared to national figures Sheerness has a low percentage in education, health and social care attainment and for those aged 16-74yrs; 44% have no academic qualification

Although our focus is with special needs students (NEETs and SEND) we also include mainstream students to help them all complete their coursework evidence and gain accredited qualifications

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

We are a registered charity (1102847) and not for profit. Costs of running a radio station, particularly in today's financial climate are substantial and we do what we can within our community to fundraise, obtain grants and advertising revenue

to fund the ever-rising costs. We keep all evidence of expenditure and only use funds to run and improve our services, luckily for us the community sees us as a valuable asset and supports us the best they can, helping us help them.

Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words.** Please do not provide names of individuals in your answer.

Our service delivers significant community benefits by promoting social inclusion, well-being, and personal development across the Isle of Sheppey. We provide volunteering and training opportunities that build confidence, life skills and self-development, with a particular focus on disadvantaged groups.

Through our specialist programming, we share essential information sourced from a wide network of local health support organisations, ensuring that community members are guided towards appropriate services and supported in achieving their aspirations.

Social gain is central to our mission. With over 30 years of experience working at the heart of Sheerness, we have a deep understanding of the challenges facing our community, many of whom experience unmet needs or limited access to opportunities.

To address this, we work collaboratively with a broad range of local partners to gather relevant, up-to-date information that reflects the concerns, barriers and interests of our target audience. Our platform amplifies the 'voice' of the community, enabling residents to be heard and strengthening their connection to the services that support them.

A core function of the station is to deliver Media training programmes tailored to individuals with special educational needs and disabilities (SEND), while still welcoming and supporting learners from mainstream education. Our hands-on training approach equips people of all ages with transferable skills and nationally recognised qualifications, delivered in an adaptive environment that accommodates varied abilities and learning styles.

We work closely with Kent County Council to support their SEND strategy and Early Years interventions. In partnership with local educational bodies, we also provide alternative curriculum modules in Media, allowing students to build practical experience, improve their academic progression and access pathways that may otherwise be unavailable to them.

- 3.8 Please summarise how your service will facilitate discussion and the expression of opinion. Answer in fewer than 200 words.

Our service facilitates discussion and the expression of opinion by regularly featuring guest speakers from local health support groups who share information about the services available to residents. These interviews help guide listeners towards appropriate support and reflect the specific needs of our local community.

We also host guests who discuss local places of interest, clubs, activities, arts and theatre events, charity initiatives, school and college open days, and local musicians. This broad range of contributors deepens our engagement with the community and strengthens awareness of the opportunities and services available, often increasing participation and uptake.

To maintain connection and encourage community involvement, we broadcast a "Community Events Guide" every two hours, seven days a week, highlighting activities and events people may wish to attend.

The Isle of Sheppey has a tight-knit community and Sheppey Matters has a long-standing, trusted relationship with many local groups. Our two Health Hubs, run in partnership with the NHS, provide continual access to experienced professionals and community organisations, ensuring a rich source of knowledgeable interviewees.

We are passionate about supporting those who are less fortunate, and our platform is dedicated to giving them a voice and promoting local unity.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. Answer in fewer than 400 words.

Our station is centrally located in the heart of Sheerness, making it well-known, easy to find and fully accessible to all members of our community. We operate an open-door approach, allowing residents to drop in at any time to look around, speak to staff, or enquire about volunteering and training opportunities.

Everyone is welcome to participate informally, and for those who wish to take part more formally, structured pathways are in place to support their involvement.

As we are committed to providing opportunities for people with special needs, we have ensured full disabled access throughout our building. A ramp provides easy entry to the main facility, and our training suite, studio, and equipment areas are arranged to accommodate a range of mobility and accessibility requirements. This ensures that all community members, regardless of ability, can make full use of our resources.

All new volunteers receive a comprehensive Health & Safety briefing along with an Induction Pack outlining our policies, support procedures and organisational standards. Volunteers are required to read and sign these documents to confirm their understanding and adherence to our regulations. At the start of training,

each participant completes a personal guidance file, allowing them to identify the areas in which they feel confident and the areas where they need additional support. This helps the management team tailor training to individual needs and abilities.

To ensure continual development, volunteers take part in appraisals every three months. These reviews help monitor progress, identify training needs and provide a structured opportunity for feedback and support. This formal process ensures that all volunteers receive consistent coaching and ongoing guidance as they build their skills.

When working with schools, their required authorised paperwork needs to be completed for every student, and feedback is requested from the students to ascertain that we are operating the training programme efficiently to acquire the best results. When we work with schools, we follow their required safeguarding and administrative procedures for every student. Authorised paperwork is completed in advance of placements, and at the end of each programme, we actively seek feedback from students and staff. This enables us to evaluate the effectiveness of our training and ensure that we continue to deliver a high-quality learning experience that meets educational standards and supports the best possible outcomes for young people.

- 3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

Our trainees and work experience students are always asked to complete feedback forms, detailing what they liked and what they would like us to change, we always take these views into consideration for the next cohort.

In addition to this, we also reach out to the community during roadshow events and visitors in the studio, always asking for constructive feedback to make sure we are doing our utmost to provide the very best service we can.

We receive excellent feedback from the schools across Swale and are fully booked by these each year to provide work experience placements. We also work with several additional needs schools to accommodate their students, as we believe in being fully inclusive for all.

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

Our team has extensive experience in delivering social gain and non-broadcast community support. Our dedicated roadshow team—fully DBS-checked, first-aid trained and highly experienced—undertakes much of our off-air outreach, attending, organising and supporting a wide range of community events throughout the year. Their presence ensures strong local engagement and a visible, approachable connection between the station and the wider community.

We also benefit from a highly skilled education and training team that includes qualified teachers, trained Arts Award Advisors and experienced DJs. All team members involved in training hold DBS clearance, first-aid certification, safeguarding training and additional specialist training in neurodiversity, gender identity and mental health.

Our Media training programme has been nationally recognised with the prestigious Princess Royal Training Award (PRTA), including a rare special commendation for Diversity and Inclusion—one of only six awarded across the UK.

Our managers play an active role in the community by attending local forums, meetings and conferences to stay informed about emerging issues and to ensure our services reflect current needs. To further support our volunteers—many of whom are isolated or vulnerable—we organise social events, including an annual Christmas gathering, to build confidence, connection and team cohesion.

Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? Answer in fewer than 400 words.

We are committed to ensuring that members of our target community have genuine, meaningful opportunities to participate in the operation and management of the service. Our station maintains an open and welcoming environment, encouraging residents to visit, share their views, observe our work and explore how they can get involved. Community feedback is actively sought, valued and regularly incorporated into station development.

We hold monthly meetings where volunteers and team members are invited to contribute suggestions, identify areas for improvement, and help shape the project's direction. These meetings create a collaborative culture where new ideas are encouraged and emerging talent is nurtured. Many of our volunteers naturally progress into mentoring roles, supporting newer members and strengthening the sense of shared responsibility within the organisation.

We place a strong emphasis on developing volunteers and enabling them to take on increased responsibility as their confidence grows. This is particularly beneficial for younger volunteers, who gain practical experience and transferable skills that support future education or employment. With over 40 active volunteers- many of whom began with us through training programmes - our retention levels are high, reflecting the positive and inclusive environment we provide. To protect those who may be vulnerable, we strictly enforce a 'no-work-alone' policy, which ensures safety and promotes teamwork at all times.

Volunteers are encouraged to participate in a wide range of roles across the station. These include on-air presenting, programme development, production support, technical operations, fieldwork, and public speaking at community events and roadshows. We also offer opportunities in journalism, IT and web design, social media, marketing, fundraising, and community engagement. This diverse range of roles ensures that individuals can contribute according to their strengths, interests and aspirations.

We also extend participation opportunities through our outreach and educational work. The station attends school Career Open Days and delivers talks at colleges and schools to raise awareness of career pathways in media that young people may not have previously considered. These sessions inspire and motivate students to engage in volunteering or training with us, allowing them to experience the benefits of contributing to a meaningful community project. Through these combined efforts, we ensure that participation is accessible, inclusive and central to the way we operate - empowering our community to help shape the service that represents them.

Accountability

- 3.13 How will members of your target community contact your service and influence its operation? **Answer in fewer than 300 words.**

The station utilises several sources of social media to engage with our local community and embraces public participation and responses to material featured via our website and other social media: Facebook and Twitter

We operate our official Sheppey FM FB page like a local online newspaper service pertaining to a defined community interest. We feature our many guests, who tell their story and provide details of their services with 'how to help' contact details. We are based in the heart of Sheerness town, and our doors are always open for the public to drop in, give us promotional material, have an impromptu interview, have a look around at our services and give their views.

We can also be contacted via email: contact@sheppeyfm.org.uk or by messenger on Facebook, or by text. People can also contact us on our website: www.sheppeyfm.org.uk

- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

We take all suggestions and criticisms from our target community seriously, and every piece of feedback we receive is acknowledged and responded to. We view community input as essential to the continual improvement of our service, and we actively encourage residents, partners and listeners to share their views so that we can adapt and refine our work in a meaningful way.

Sheppey Matters operates a clear and robust complaints procedure that ensures all concerns are dealt with fairly, consistently and transparently. Any criticism - whether provided in person, online, by email or through social media - is formally logged and reviewed by the appropriate manager. Each case is investigated promptly, with follow-up actions taken where necessary to address the issue and ensure accountability at every stage.

Our process is designed not only to resolve individual concerns but also to identify patterns or recurring themes that may indicate broader areas for improvement. This allows us to adapt our programming, training, outreach or operational procedures in response to the needs and expectations of our community. We believe that maintaining high standards of customer service and community trust is essential to our role as a C-DSP provider. By taking all feedback seriously and responding in a timely and professional manner, we ensure that our service remains accountable, responsive and aligned with the interests of the people we serve.

Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	SHEPPEY FM 92.2
Service Description	<p>SHEPPEY FM is a radio service intended to serve the Isle of Sheppey and its main town Sheerness, which has very high levels of deprivation (1% in UK) in education, unemployment and health & social care making our local services particularly relevant to a large majority of our community and totally unique and very distinct in nature and content to any other station in the area.</p> <p>No other station caters for the needs of our target community and many schools and organisations travel long distances to work with us. We have an unrivalled opportunity to meet these demands.</p> <p>Sheppey Matters has been successfully delivering ‘Health & Wellbeing’ for over 35 years to our target community and has established strong links with multiple organisations, supported by Kent County Council, Swale Borough Council and the NHS. There is, without doubt, no one more experienced or proficient in this provision of specialised care within our local community.</p> <p>We address poor educational issues through our established strong links with our schools/colleges and academies to provide training courses and work experience placements, and offer a Youth-led Radio Club</p> <p>We are a registered Arts Award centre of excellence on the QCF framework up to level 3. We deliver Arts Awards for those less able to achieve in mainstream education and have received the PRTA (Princess Royal Training Award) for our achievements.</p> <p><i>Sheerness has a population of 13,000 and the combined wards of Sheerness-East and Sheerness-West have a population of 11,940. Compared to national figures Sheerness has a low percentage in education, health and social care attainment and for those aged 16-74yrs; 44% have no academic qualification</i></p> <p>Although our focus is with special needs students (NEETs and SEND) we also include mainstream students to help them all complete their coursework evidence and gain accredited qualifications</p>

SHEPPEY FM is a community radio service delivered as a key project of Sheppey Matters, the long-established local charity dedicated to improving health, wellbeing and opportunity across the Isle of Sheppey. The station serves the Island and its main town, Sheerness, an area with some of the highest levels of deprivation in the UK across education, unemployment and health and social care. This makes our locally focused content, support and training particularly relevant to the needs of our community, and distinct from any other station in the region.

As a project of Sheppey Matters, the station benefits from over 30 years of the charity's experience delivering community-led health and wellbeing initiatives. Supported by Kent County Council, Swale Borough Council, the NHS and numerous partner organisations, Sheppey Matters has built strong, trusted relationships that directly enhance the radio service. Together, we provide targeted information, support, opportunities and training that reflect the lived realities of our community.

We work closely with local schools, colleges and academies to address educational disadvantage by offering media training, work experience placements and our Youth-Led Radio Club. We are a registered Arts Award Centre of Excellence up to Level 3 on the QCF framework, enabling us to deliver accredited Arts Awards for young people who may struggle to achieve in mainstream education. This work has been recognised nationally through the Princess Royal Training Award (PRTA), including a special commendation for Diversity and Inclusion.

Sheerness has a population of approximately 13,000, with a further 11,940 residents across Sheerness-East and Sheerness-West. Local attainment across education, health and social care is significantly below national averages, with 44% of residents aged 16–74 having no formal qualifications. While we specialise in supporting young people with SEND and those at risk of becoming NEET, we also work with mainstream students to help them complete coursework requirements and gain accredited qualifications. This inclusive approach ensures that Sheppey FM remains a unified community project, rooted in the wider mission and charitable purpose of Sheppey Matters.

<ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES, describe in no more than 50 words>

The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).

The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:

- 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.

Members of the target community shall contribute to the operation and management of the service.

We have always listened to the community and continue to invite them in to visit, give their feedback and give them the opportunity to get involved. Through our monthly meetings, we encourage team members and volunteers to input suggestions and ideas to improve the running of the project. There are always team members with fresh ideas and a keenness to mentor and show the way.

The station actively encourages volunteers to graduate to positions of greater responsibility, especially our younger members, as this helps them grow in confidence and prepares them for a future in a working environment.

We currently have over 40 volunteers; many begin with us on a training course but decide to stay on, and our retention levels are high. We are fully aware that we work with vulnerable people and enforce a strict 'no-work-alone' policy, which is strictly adhered.

There are always volunteering and training opportunities, and members are welcomed and encouraged to be involved in many capacities, from presenting, progressing to programming or production, fieldwork and public speaking at roadshows, and we even have extra roles in IT and web design, journalism, marketing, fundraising, technical, social media marketing and promotion. They are also welcome to attend public events (Roadshows) and assist with the setting up of equipment and engaging with the community. The station attends schools' 'Career Open Days' and delivers college/school talks on request to raise awareness of alternative career opportunities in Media, something they may not have previously considered, and to motivate and encourage them to participate in a beneficial community project.

We actively ensure that members of our target community can contribute to, influence and participate in the operation and direction of the service. Sheppey FM follows a long-established community-led approach where local voices shape how we work. We regularly invite residents to visit the studio, share their views, and explore opportunities to get involved both on and off air.

To strengthen participation, we hold monthly meetings where volunteers and team members are encouraged to offer ideas, raise concerns and help shape future planning. This open and collaborative culture means that fresh ideas are continually brought forward, and emerging volunteers receive support and mentoring from more experienced members of the team.

We also prioritise progression for volunteers. Many begin through training courses delivered by Sheppey Matters and choose to remain involved, taking on greater responsibilities as their confidence grows. This includes roles in presenting, programme development, production, technical support, journalism, IT and web design, social media, marketing, fundraising, and community engagement. To ensure the safety of all volunteers, especially those who may be vulnerable, we operate a strict and consistently enforced "no-work-alone" policy.

Volunteers are also encouraged to participate in community-facing activities such as roadshows, school visits and events. These roles help strengthen community connections and provide valuable experience in public speaking, teamwork and event support. The station additionally attends school Career Days and provides talks at local education settings to raise awareness of alternative pathways into media and to encourage young people to engage in a positive, skills-building community project.

Through these combined opportunities—both on air and within the wider work of Sheppey Matters—we ensure that participation is accessible, inclusive and meaningful, allowing community members to play an active role in shaping the service that represents them.

The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.

The station utilises several sources of social media to engage with our local community and embraces public participation and responses to material featured via our website and other social media: Facebook and Twitter

We operate our official Sheppey FM FB page like a local online newspaper service pertaining to a defined community interest. We feature our many guests, who tell their story and provide details of their services with 'how to help' contact details. We are based in the heart of Sheerness town and our doors are always open for the public to drop in, give us promotional material, have an impromptu interview, have a look around at our services and to give their views. We can also be contacted via email: contact@sheppeyfm.org.uk or by messenger on Facebook, or by text. People can also contact us on our website: www.sheppeyfm.org.uk

This section is about **Accountability** — how the service remains answerable to the community.

Sheppey FM maintains strong and consistent mechanisms to ensure full accountability to its target community. We use a range of communication channels to encourage ongoing public engagement, feedback and participation. The station's website and social media platforms - particularly Facebook and X (Twitter)- provide accessible spaces for listeners to respond to content, share views and interact with the team.

Our official Sheppey FM Facebook page operates much like a local community news service, featuring guests, promoting local organisations and events, and sharing relevant information with clear “how to get help” contact details. This approach not only supports our partners but also strengthens trust and transparency with our listeners.

Our studio is located in the centre of Sheerness, making it easy for residents to visit. The public are welcome to drop in, contribute promotional material, offer feedback, request information, or participate in spontaneous interviews. This open-door policy ensures the service remains accessible and rooted in the community it represents.

Listeners can also contact the station through multiple channels, including email (contact@sheppeyfm.org.uk), Facebook Messenger, text message and our website (www.sheppeyfm.org.uk). These varied routes ensure that all members of the community—regardless of their preferred communication method—can reach us easily and have their voices heard.

Transmission Schedule	<p>Throughout the daytime schedule (7 am–7 pm), Sheppey FM broadcasts a diverse and inclusive mix of music and speech content designed to reflect and support the Isle of Sheppey community. The daytime output includes a broad range of music genres, with a strong emphasis on local talent and artists. Several programmes are independently presented by individuals with special needs, while others are co-hosted by experienced presenters who provide guidance, structure and mentoring to trainees.</p> <p>Our Youth Radio Club features prominently during these hours, representing young people engaged in our training programmes and forming links with local schools to encourage student participation.</p> <p>The station operates a daytime mix of approximately 60% music and 40% speech. Speech content prioritises community benefit, including regular guest interviews, practical and health-related information, and discussions on issues relevant to local residents. Programmes also highlight the wider services delivered by Sheppey Matters, offering listeners insight into the charity’s ongoing work across health, wellbeing and community support. Only local weather, traffic and travel information is broadcast, and a “Community Events Diary” is aired every two hours to promote local activities, events and opportunities. This regular feature supports cohesion, increases awareness of community resources and encourages public participation. Interactive elements, including quizzes and competitions, further boost engagement.</p> <p>From 7pm–1am, the station features a variety of specialist music programmes, such as Rock, Country, Reggae, Soul, Club Classics and showcases of unsigned local artists. Live sessions are a regular feature, with local bands, musicians and singers performing in the studio. These sessions are further promoted through our dedicated social media pages, including “Sheppey FM Local Gig Guide” and “Local Talent”.</p> <p>All programming is locally produced and delivered by residents of the Isle of Sheppey. Live output is maintained from 7am–1am daily. Between 1am and 7am, an automated service is broadcast, predominantly featuring music with the possibility of selected pre-recorded interviews of interest to the community.</p>
Multiplex	MEDWAY & SWALE DAB LTD

4. Compliance of the service

About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Regulation of Premium Rate Services Order

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

Rebecca Gebbie, Sheppey Matters CEO is responsible for the compliance strategy and has received many years of compliance instruction. The company has strict rules in place to ensure complete adherence to these rulings

4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

**SHEPPEY MATTERS COMPLIANCE MANAGER:
SHEPPEY MATTERS ASSISTANT COMPLIANCE MANAGER
SHEPPEY FM PROJECT MANAGER: To ensure that all OFCOM policies & procedures are up to date and adhered to. To ensure that all volunteers abide by the compliance rulings
SHEPPEY FM TRAINING MANAGER: To ensure anyone working with youth or vulnerable adults is DBS checked, and to ensure that the no-work policy is always adhered to
SHEPPEY FM PROGRAMME MANAGER: To monitor and censor all music to ensure that output is suitable for radio. To ensure that all equipment is PAT tested and compliant. To ensure Presenters are kept up to date with the compliance behaviours required of them**

SHEPPEY FM HEAD OF MUSIC: To ensure that all music is legally obtained and double checked to be radio-friendly by monitoring for bad language or inappropriate content.

- 4.4 How does the applicant intend to formally train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

We follow the Sheppey Matters code of conduct, plus have a compliance essentials document drafted for us in 2016 by an Ofcom official. This covers the broadcasting code, transparency, on-air conduct (competitions and features), advertising versus editorial and bad language. The same official also drafted us a legal essentials document covering defamation, privacy and social media compliance. More recently, we have had training in GDPR and have privacy statements completed by our trainees before they go on air. All our volunteers are made to read and sign these documents, and there are copies in the studio for all to refer to. We make sure they are all aware and refreshed regularly; their knowledge of compliance is also in their quarterly reviews.

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

MANDATORY

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

-) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

All volunteer Presenters are issued with an 'Induction Pack' which contains

- **Our Staff Roles and Responsibilities/ On-Air Compliance**
- **The Volunteers Charter and Off-air Compliance**
- **Equal Opportunities Policy**
- **Confidentiality Policy**
- **Health & Safety Guidelines**
- **Complaints & Grievances Procedures**
- **Disciplinary Procedures**
- **Confidential Volunteer Record**
- **Data Protection Policy/ GDPR**
- **Child Protection Policy & Safeguarding Policy**

Compliance guidelines and procedures are clearly displayed in the studio.

Guests are advised on what not to say and taboo areas they cannot mention before going on air.

In the unlikely event that anything untoward is said or played the presenter in charge of the desk MUST immediately apologise and fill in a form provided for the Programme Manager's attention; a record is kept.

In the unlikely event that the presenter does not follow these guidelines, we will act according to our disciplinary procedure.

-) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

The Programme Manager only obtains music from legal, authorised sources that ensure 'radio-friendly' versions. However, he still double-checks all submissions, which may include syndicated shows or local talent, before adding to the library. We keep a file in the studio for Presenters to complete and report to the Programme Manager if something untoward is discovered, and this would be removed.

Presenters are aware that if, in a rare occurrence, something inappropriate still gets played, they will immediately stop the song and apologise for any offence that may have been taken. This is then noted in the file for further action and its removal from the system

- 4.7 Please set out how you will ensure the ongoing delivery/compliance of the on-air character of service as set out in the Key Commitments. This should be focused on the content you will broadcast on the station.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that the character of service is being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

We constantly monitor our output via recording, management listening and listener feedback. We always hold volunteer reviews to ensure they are presenting and providing the best possible service. Station management is responsible for carrying out this monitoring and ensuring that quality and compliance is maintained. The Programme Manager is responsible for the output content, including speech, music and third-party content. He is answerable to the Project Manager, who oversees the smooth operation of the entire radio project. The output is monitored 24/7, and management meets weekly to discuss any issues or suggestions for improvement. Compliance guidance is displayed in the

studio at all times for presenters to refresh and refer to. They have all received copies of these documents and signed an agreement to adhere to them. The statement of compliance is displayed on our website with the complaint procedure.

4.8 Please set out how you will ensure the ongoing delivery/compliance of the **off-air** social gain activities as set out in the Key Commitments.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that off-air social gain activities are being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

Off-air social gain activities include: roadshows, training, elderly outreach, school visits, environmental work (litter picks) and career days. The overall responsibility lies with the Project manager, we do have individual qualified team members in charge of Roadshows, Training and social media. All of our volunteers and staff who are in contact with the general public are DBS enhanced checked, renewed every 3 years. All volunteers who have contact with children or vulnerable adults are safeguarding trained up to Level 3, which is provided by Sheppey Matters. Risk assessments are completed before all events and all community activities. We ensure the most suitably qualified team members attend and all equipment is checked and PAT tested, we carry Public Liability insurance, outside broadcasting licences when required, and always ensure someone on the team attending is first aid trained, with appropriate kits.

We keep records of all past events and risk assessments, including signed paperwork from the event organisers. We keep feedback forms from organisers, service users and members of the public. We hold quarterly reviews for all outreach team members, the same as we do for on-air presenters; again, management meets weekly to discuss any issues raised. Our website and social media pages state the ways we safely serve the public and our qualifications and legal documents held, and there is also an outline of our complaint's procedure.

4.9 What language(s) does the applicant intend to broadcast in?

ENGLISH

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules. **Please do not give names of individual members of staff.**

1. Declaration

About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign the form.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 1.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 1.2 I further declare and warrant:
-) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
 -) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
 -) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 -) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 1.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name (BLOCK CAPITALS) of the applicant or person authorised to make the application of behalf of the applicant: MICHAEL JOHN BROWN

Date of application: 14.04.2026



I am authorised to make this application on behalf of the applicant in my capacity as (delete as appropriate):

~~Company secretary / company director / designated member~~ (in the case of a Limited Liability Partnership)

You also need to complete the confidential section (Part B) of the application form.