



Community Radio Licence Application Form (2006/07)

**Gaydio
Manchester**

SECTION ONE: OPENING STATEMENT.

1.1 Opening Statement. Please describe your organisation and its objectives, the nature of your proposed radio station, the community which it intends to serve and its broadcasting philosophy. The statement should be brief, at most no longer than two short paragraphs.

Gaydio targets the Lesbian, Gay, Bisexual and Transgender (LGBT) communities of Manchester. Government research estimates that around 7% of the UK population identify as LGBT, whilst in urban centres like Manchester this can be higher than 10% of the population. The group has operated three hugely successful and extremely popular RSL broadcasts since August 2006 which have demonstrated significant demand for a permanent service in the area.

We are seeking a community radio licence in order to meet the following objectives:

- To promote Manchester's LGBT community, creating awareness and challenging homophobia and homophobic practices.
- To provide radio training opportunities and a platform for expression to this diverse community.
- To become a focal point for the community, a vital source of lively information and entertainment for the LGBT community 24 hours a day.

SECTION TWO: About Your Organisation and How To Contact You.

General Note: Ofcom needs information about your organisation and needs to be able to contact you. **It is very important that you provide accurate information in this section as this is the primary contact information for your group.**

Ofcom needs background information about your organisation and those involved in its ownership, management and operation. In addition to company memorandum and articles of association which you should include with this application, you must ensure that the most recent annual reports and accounts are available in case they should be required.

PLEASE NOTE: It is ESSENTIAL that you notify Ofcom of any changes to these details as soon as possible. In particular, Ofcom needs to be able to contact you by e-mail and phone. If the details we hold are out of date we may not be able to complete the assessment of your application which could result in its rejection.

2.1 Proposed Name of Station. (This is the name you expect to use to identify the station on-air.)

Gaydio

2.2 Public Contact Details. For publication on the Ofcom website and / or in other relevant publications (published either by Ofcom or third parties directed by Ofcom).

Contact Name. (The person who deals with enquiries from the press and public.)

Ian Wallace.

Public Contact Address.

Box 108, 3rd Floor Princess House, 105 – 107, Princess Street, Manchester, M1 6DD.

Other **public** contact details for your organisation, as applicable:

Phone Number: 0845 310 2712

E-mail address: info@gaydio.co.uk

Web-site: www.gaydio.co.uk

2.3 Contact Name(s) for Ofcom use. Ofcom may need to contact your group in relation to this application. This is the name of the person you would like to be Ofcom's primary contact. (If this person is the same as the Public Contact in Section 2.2, please tell us this below.)

Same as public contact.

2.4 Administrative Contact Address. [You **must** include an accurate postcode] (If this is the same as the Public Contact Address please state that this is the case in the space below and then answer the supplementary questions which follow.)

Same as public contact.

The main address of your organisation?	[Yes]
The registered office of your organisation?	[Yes]
The home address of the main contact?	[No]

Other contact details for your organisation as applicable:

2.5 Company Details: What type of organisation are you? (Only a 'body corporate' (i.e. a company, not an individual) can hold a Community Radio Licence.) Note: On its own, a registered charity is not a body corporate. If your organisation is a registered charity it must also be a 'body corporate' in order to hold a licence. Please answer the questions below and provide the additional information requested.

Please provide your company name.

Gaydio Community Interest Company.

Please tell us what sort of structure your organisation has or intends to have.
(For example: company limited by guarantee; community interest company; company limited by shares; corporation.)

Community Interest Company limited by guarantee.

Please tell us when your company was registered (or, if the process of registration is not yet complete, the date at which you applied for company registration).

Tuesday 30th October 2007.

Please provide your company registration number (if available).

Awaiting registration details.

2.6 Is your organisation a registered charity in England, Wales, Scotland or Northern Ireland? (Note: you cannot hold a Community Radio Licence if you are only a registered charity. See also previous question.) Please answer the questions below and provide the additional information requested.

Registered Charity [No]
Waiting to be registered [No]

Date of Registration (or Application).

2.7 Supporting Documentation. Ofcom needs to check that your organisation is eligible to operate a Community Radio Licence. Please confirm that you are providing the required documents.

Certificate of Incorporation enclosed [No]

Memorandum & Articles of Association enclosed [Yes]

(You MUST make sure you include your organisation's name and postcode on the front page of the constitutional document(s) provided.)

2.8 Unavailable Documents. If you are not able to provide the documents requested above, for example because registration of your company structure is not yet complete, please indicate when these documents are likely to be provided. Please note it is your responsibility to ensure that copies of these documents are provided to Ofcom as soon as possible. If you are providing draft versions of the required documentation, please tell us here.

Draft Memorandum & Articles of Association enclosed [Yes]

The certificate of incorporation will be provided as soon as it is received.

SECTION THREE: Ownership.

General Note (Sections 3.1 to 3.6): Ofcom needs information concerning those responsible for the management and policy-making process of your proposed station. *Important!:* The information in sections 3.2 to 3.6 (inclusive) is required for each individual director. Please repeat these sections for *each* person involved.

For sections 3.7 to 3.15, Ofcom requires the information requested in order to check that the applicant would comply with the rules governing who is eligible to hold a community radio licence.

3.1 DIRECTORS: Please list the names of all directors below.

Paul Martin
John Ryan
Paul Fairweather
Mike Henfield
Toby Whitehouse
Ian Wallace

For each Director, please provide the following information:

3.2 Name of Director (or Member).

Paul Martin

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Chief Executive, The Lesbian and Gay Foundation.

3.5 Interests relevant to the operation of a community-based radio service.

Paul has worked in the Voluntary and Community Sector for over 17 years, most of which has been in senior and leadership roles. He has extensive experience of founding, developing, managing and growing community based services and organisations. Paul has particular competencies in strategic management, marketing, policy development, business planning, communications and stakeholder involvement. He is the CEO of a significantly influential LGB organisation and is connected to, and involved with, a comprehensive range of networks. He also has excellent links with key decision makers within the public, private and third sectors, at local, regional and national levels.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Chair of the board (non-executive).

3.2 Name of Director (or Member).

John Ryan.

3.3 Contact Address

[See confidential Information]

Other contact details as applicable:

3.4 Other Employment.

Managing Editor, BBC Radio Manchester.

3.5 Interests relevant to the operation of a community-based radio service.

John is a trustee of Manchester Pride, the city's annual LGBT festival. He brings to Gaydio 21 years experience in radio production, presentation, marketing and management, in the public and private sectors. He was a producer/presenter at BBC Radios York, Newcastle and Lancashire and a senior producer at BBC Southern Counties Radio. He was the launch Managing Director at CTFM in Canterbury, before running BBC local radio stations in Northampton and Leeds. He has also worked in marketing and training areas for the BBC, and since 2005 has been Managing Editor of BBC Radio Manchester. John has worked as a volunteer presenter at Gaydio on all three RSL broadcasts and has facilitated collaborations between Gaydio and BBC Radio Manchester. John's involvement in Gaydio is as an individual with an informed interest in Manchester's LGBT community.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Member of the board (non-executive).

3.2 Name of Director (or Member).

Paul Fairweather.

3.3 Contact Address

[See confidential Information]

Other contact details as applicable:

3.4 Other Employment.

Freelance Equality and Diversity Consultant and Trainer.

3.5 Interests relevant to the operation of a community-based radio service.

Paul has been involved in a wide range of lesbian and gay community and campaign groups for over 30 years. This includes being Co Chair of Unison's (public sector trade union), National Lesbian and Gay Committee and Chair of the Greater Manchester Lesbian and Gay Policing Initiative. He has worked in the field of equality and diversity for a number of local authorities and was Head of Equality for Liverpool City Council. Paul is also a councillor for Harpurhey in North Manchester, Deputy Executive Member for Finance and Human Resources and takes the lead on Gay Men's issues for Manchester City Council.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Member of the board (non-executive).

3.2 Name of Director (or Member).

Mike Henfield.

3.3 Contact Address

[See confidential Information]

Other contact details as applicable:

3.4 Other Employment.

University Lecturer and leader of the degree programme for journalism and broadcasting at the University of Salford.

3.5 Interests relevant to the operation of a community-based radio service.

With more than 35 years experience in newspapers, TV and radio, Mike has been a reporter, producer, programme controller and station manager and has worked at radio stations in Birmingham, Coventry, Worcester, Preston, Bristol and Manchester. Currently he is the programme leader of the BA (hons) Journalism and Broadcasting degree at The University of Salford. Mike holds BA and MA degrees, and is a former member of the national committee for the training of radio journalists. He has been a Sony Radio Awards judge and a speaker at numerous radio industry conferences. Mike is an external examiner in Journalism and Broadcast for Staffordshire University and has worked as media trainer for police forces, trade unions and public sector organisations. He has been involved in a number of successful applications for radio stations - and is currently licence holder for the student radio station at The University of Salford.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Member of the board (non-executive).

3.2 Name of Director (or Member).

Toby Whitehouse.

3.3 Contact Address

[See confidential information]

Other contact details as applicable:

3.4 Other Employment.

Freelance radio producer.

3.5 Interests relevant to the operation of a community-based radio service.

Toby was the licence holder of Gaydio's three RSL broadcasts and acted as Programme Controller. He is currently working as a freelance radio producer. At BBC Radio Manchester his work on station sound has recently earned nominations at the Radio Academy Promotions and Marketing Awards and the Frank Gillard Awards. Toby has experience of managing a broad range of community arts and media projects on behalf of Walsall Council and has been a visiting practitioner at the University of Hull.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Executive Director, Guarantor and Programme Controller.

3.2 Name of Director (or Member).

Ian Wallace.

3.3 Contact Address

[See confidential Information]

Other contact details as applicable:

3.4 Other Employment.

Event Manager for The Oddfellows (UK based friendly society) and Special Constable for Greater Manchester Police.

3.5 Interests relevant to the operation of a community-based radio service.

Ian has been Project Manager for Gaydio since its inception in 2006. He has taken the responsibility for setting up the RSL and much of the off-air side of the station. This includes the marketing, sales and administration. He has a sound understanding of commercial and social enterprise and has worked as a project manager for other organisations including the Royal Mail. He also has a strong passion to deliver social change and through his work with Greater Manchester Police as a volunteer police officer, he has a good understanding of some of the difficulties that minority communities face. He would be able to strike a good balance between the needs of the station and the needs of its volunteers.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Executive Director, Guarantor and Station Manager.

3.7 Company Limited by Shares: Please provide the names and addresses of all members of the company having an interest of 5% or more in the applicant. Please also provide this information for members of any company which has an interest of 5% or more in the applicant.

n/a

General Note: Please state whether the applicant or any member about whom information has been provided under question 3.7 above is involved in any of the activities listed below, and give the extent of such interest. For these purposes the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). If any of the following categories do not apply, applicants must still complete this section, clearly indicating that this is the case by writing '**none**' in each such section.

3.8 Local Authorities - If any Local Authority is involved in your application, please give details of the nature and extent of any such involvement.

Councillor Paul Fairweather is a non-executive board member, although this is as an individual not as a representative of Manchester City Council

3.9 Bodies which are wholly or mainly of a political nature, or which are affiliated to such a body - If any Political Body is involved in your application, please give details of the nature and extent of any such involvement.

Councillor Paul Fairweather is a non-executive board member, although this is as an individual not as a representative of the Labour Party.

3.10 Bodies whose objects are wholly or mainly of a religious nature - If any Religious Body is involved in your application, please give details of the nature and extent of any such involvement.

None.

3.11 An individual who is an officer of a body falling within 3.10 above –
Please provide the names of individuals involved in the management or operation of the proposed Community Radio service who are officers of Religious Bodies.

None.

3.12 An advertising agency or an associate of an advertising agency - Please provide details of any linkages to advertising agencies or associates of advertising agencies (such as sales representatives).

None.

3.13 Other Broadcasting Act licences, specifying which licences (for example RSL licences). - Please also provide details of any other broadcasting service which is linked to the proposed Community Radio service.

None.

3.14 Affiliations with other bodies not outlined above, (for example related charities or community groups).

None.

3.15 Other matters which may influence the application.

Ofcom requires that applicants should, at the time of making this application, notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- a) any director/manager or the applicant group,
or,
- b) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant group

may not be considered a 'fit and proper person' to participate in a radio licence.

Factors which might exclude a person from involvement would include, for example, any unspent conviction for an offence committed within ten years before the date of this application, any pirate radio offences within the last five years, any un-discharged bankruptcy order, or any disqualification from being a director of a limited company.

Please answer '**No**' below if there are no reasons why Ofcom might consider the applicant not to be a fit and proper person to participate in a radio licence:

[No]

If you have answered 'YES' to the above question, please provide details on a separate sheet, such that this information may be kept confidential by Ofcom.

SECTION FOUR: Ability to Maintain Service.

Section 105(1)(a) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the applicant's ability to maintain the proposed service. This means that we need to know about the experience and expertise of your group, its structure and the management and staffing it would have if your application was to be successful. In addition, we also need to know about your financial position, assets and proposals for funding the operation of your intended service.

4.1 Please provide us with a brief history of your group, including when it was formed, its links with other community organisations and membership.

Gaydio began in April 2006 when 'North West Community Arts and Media' was established by Ian Wallace and Toby Whitehouse to put together a RSL for Manchester's LGBT community. This was set up with a constitution and three people to act as the interim board. Since this time the group have completed four broadcasts including a day of programming for BBC Radio Manchester's DAB platform to cover the events of World Aids Day 2006. During the last 18 months Gaydio has promoted and supported around 100 community organisations, groups, support networks and commercial LGBT businesses. We have also attracted some £50,000 in order to run a total of 10 weeks of broadcasting (around £11,500 in grants and the remainder in sponsorship and advertising). We have also recruited and delivered training to around 100 volunteers from the community.

Gaydio's achievements include:

- Helping a number of unemployed people back into employment.
- Offered coverage of the Manchester Pride 2006 and 2007 festivals including the first ever broadcast of the HIV Candlelit Vigil and Pride Games.
- Delivered a month of broadcasting focussed around National LGBT History Month, culminating with the burial of the Gaydio time capsule.
- Attracting volunteer broadcasters with extensive professional experience and providing professional training to industry newcomers.
- Running an outside broadcast from Blackpool with exclusive coverage of the national Mr Gay UK 2007 competition.
- Regular live broadcasts from LGBT venues in Manchester and promotion of local LGBT talent.
- Securing editorial and free advertising in national and local press and coverage on television programmes including Channel 4's Big Brother.

Following our most recent broadcast we have invited several people that have worked closely with us and have a passion for developing the station onto the board in order to take the station forward.

4.2 What broadcasting experience does your group have?

Has the applicant made any other application to Ofcom (or its predecessor broadcast regulators – the ITC and the Radio Authority) for any licence within the last five years? If so, please provide details and provide the licence reference number(s) and / or the name(s) of the service(s) for granted licence(s).

[Yes]

If you answered 'YES' to the above question, please provide details here:

Gaydio RSL licences:

14th August – 28th August 2006 (15 days – ref 327/2006).

5th February – 4th March 2007 (28 days – ref 013/2007).

6th August – 2nd September 2007 (28 days – ref 162/2007).

Has the applicant any other broadcasting experience? Please include details of Internet radio services operate by the applicant, overseas broadcast experience etc. and any other relevant information here. In addition, if any persons that will be involved in the proposed service on a day-to-day basis bring particular broadcasting expertise, please include brief details here also.

As a group we have significant broadcasting experience both at operational and board level.

Operational Level

Operationally, all members of the proposed structure have been involved with running Gaydio's RSL broadcasts over the past 18 months and share many years of collective broadcasting experience. Business Development Manager Brian Day has worked in the radio industry for over 30 years including spells at BBC Radio 1 and the GWR Network and more recently Jazz FM. Music Policy Coordinator, Jamie Griffiths is currently the Promotions Producer for Smooth Radio North West. After his experience at Gaydio, David Murat was appointed Volunteer Co-ordinator for community radio station Wythenshawe FM.

Many volunteers who have worked extensively on previous broadcasts also have broadcasting experience including Emma Goswell (Imagine FM, Dee 106.3, Wire FM, Imagine FM, BBC Radio Lancashire, BBC Radio Manchester, BBC Radio Leeds), Billy Grant (Key 103, TFM, Home FM, Imagine FM), James Dean (Wish FM, Wire FM, Signal, Lite AM), Wayne Cubit (Managing Director of internet radio station Hit Music Radio), Andy Stevenson (BBC Radio Lancashire, RaceDay Radio, Radio Rovers, Manchester United Radio), Kriss Herbert (Assistant Station Manager at The University of Salford's Shock Radio) and Garry Fuller (Cheshire FM, Wire FM, Viking FM, Key 103).

One of Gaydio's specialist interest formats, The Matinee, currently produces a popular weekly podcast and show for Tameside Community Radio.

Aside from its RSL broadcasts, Gaydio produced a day of programming for BBC Radio Manchester on World AIDS Day.

Board Level

The non-executive members of the board bring a wealth of broadcasting experience from the worlds of commercial and public service broadcasting.

The executive directors helped grow Gaydio into a successful community-focussed brand with a bright future. Programme Controller, Toby Whitehouse, currently works at BBC Radio Manchester and has experience of working in the community arts and media sector.

4.3 Management Structure. Details of board, management committee or equivalent. Please provide details of those individuals who will be responsible for management and policy-making process, outlining individual roles and responsibilities. You should detail the number of people involved and explain their particular roles within the management of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed management structure may be helpful.

The managerial board consists of two executive directors who will be salaried, a non-executive chair and four non-executive members who offer their experience voluntarily. The board members are all participating on a personal basis and do not represent the interests from their various affiliated organisations. The board is chaired by Paul Martin, Chief Executive of the Lesbian and Gay Foundation, which provides more direct services and resources to more lesbian, gay and bisexual people than any other charity of its kind in the UK. Paul will advise on the long term development of Gaydio, providing strategic managerial advice and brings with him relationships with key decision makers within the public, private and third sectors, at local, regional and national levels.

Mike Henfield has many years of experience in the broadcast industry and with his current position at the University of Salford, he will enable us to offer accredited training to volunteers. In addition to offering valuable experience to our volunteer broadcasters, we believe that the output of the station is also of great significance.

John Ryan will offer advice and guidance from his extensive experience of producing intelligent, engaging programming for both commercial stations and public service broadcasters. In addition, John will consult on the successful marketing of radio to its audiences.

Councillor Paul Fairweather has, for over 30 years, been a campaigner for the rights of lesbians and gay men; a key driver of Gaydio is to offer a service for this traditionally underserved and hard to reach LGBT community whilst encouraging awareness and acceptance into the wider community.

Paul Martin has strong links with and unrivalled knowledge of Manchester's LGBT community in which he is highly regarded. The board will initially meet on a monthly basis to develop business strategy and operational practice of the station. The executive directors will report back from regular meetings with Gaydio's steering group made up from volunteers, staff and contributors. Main responsibilities of the executive directors detailed below.

Station Manager: Ian Wallace – *37.5h per week paid*

Ian has a background in project management and has worked across the public and private sectors delivering commercial and social gain. He has been Project Manager of Gaydio since its inception and has a good experience of developing and delivering strategy.

Responsibilities include:

- Day-to-day management of the station and overall responsibility for administration, funding, business development, recruitment, advertising, people development and community involvement.
- Main point of contact between the board and the operational side of the organisation
- Work closely with the Business Development Manager to secure long term funding for the project.
- Develop station policies and strategies in-line with aims and objectives.

- Ensure off-air compliance with regulation.

Programme Controller: Toby Whitehouse – *20h per week paid.*

Toby has been Programme Controller of Gaydio since its launch and has a background in community arts and media. He is a freelance radio producer.

Responsibilities include:

- Developing programming opportunities and production methods, managing on-air schedules, maintaining playout systems and on-air branding .
- Facilitating high quality, ambitious programming whilst ensuring access opportunities for all.
- Developing a steering group made up of a cross section of community representatives to ensure that the station meets their needs.
- Designing and implementing training strategy.
- Ensuring on-air compliance with regulation.

4.4 Staffing Structure. Please provide details of the staffing structure of your proposed radio service. You should detail the number of people involved and explain their particular individual roles and responsibilities within the operation of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed staffing structure may be helpful.

The following opportunities will be advertised. In some cases, we have given examples of suitable candidates from previous broadcasts to demonstrate the breadth of talent that we have attracted in our trials. Please refer to organisational structure for further clarity.

Volunteer and Community Co-ordinator: David Murat – *37.5h per week paid.*

David has worked as Community Co-ordinator on Gaydio's previous RSL trials and for our most recent broadcast worked alongside the Programme Controller developing new production techniques for producing high quality output with new volunteers. Following his experience at Gaydio, in April 2007 he was appointed as Volunteer Co-ordinator for Radio Regen's community station Wythernshawe FM.

Responsibilities include:

- Working closely with Station Manager and Programme Controller to implement recruitment and training strategy.
- Training people in use of studio equipment, software, presentation and production techniques.
- Maintaining high quality output and involvement opportunities on a day-to-day basis.
- Facilitating involvement of community groups.
- On-air presence may be required.

Business Development Manager: Brian Day – *37.5h per week*

Brian has been a key member of the team since our first broadcast in August 2006 and has extensive experience of working in commercial radio. Brian has enabled hundreds of LGBT people to tell their stories on air. For our most recent broadcast Brian took on the role of Business Development Manager for Gaydio, delivering over £15,000 in advertising and sponsorship for the month.

Responsibilities include:

- Working with the station manager to develop a rigorous and ambitious plan to secure long term funding for the station.
- To develop and maintain relationships which exploit funding opportunities from the private and public sector.
- This person may also have an on-air presence, especially in the early days to ensure that we maintain a high quality, professional station.

Marketing Manager: Laura Duff – *voluntary*.

Laura worked on marketing Gaydio's August 2007 broadcast and has secured significant press coverage and publicity for the station. This includes local and national press (Manchester Evening News, Urban Life Magazine, Hot Village, Pink Paper, Bent magazine) as well as television (Channel 4, Channel M) and coverage on a number of national websites (Digital Spy, Real Manchester, Radio Today). The responsibility of this role would be to maintain strong brand awareness, locally, but also nationally – enabling geographically isolated people to access our online stream.

Music Policy Co-ordinator: Jamie Griffiths – *voluntary*.

Jamie has worked in commercial radio for several years at, amongst others, Ministry of Sound Radio and more recently as the Promotions Producer on Smooth Radio North West. His love of music and understanding of diverse tastes as well as great contacts within the music industry have kept Gaydio RSL broadcasts relevant, fresh and targeted at the LGBT community. This role would work closely with the Programme Controller to develop the steering group and help maintain an output that appeals across all sections of this diverse community.

Broadcast Engineers: Simon Peel and Neil Clark – *contracted*.

Simon has spent over 20 years in broadcast engineering, delivering thousands of hours worth of live television and radio. He has experience in the design and build of outside broadcast vehicles, radio studio provision and relevant health and safety expertise. Part of Simon's role will be to set up easy-to-maintain studio and outside broadcast systems, some of which were trialled during our previous broadcasts. Transmission installation and maintenance will be contracted to Neil Clark, a Stockport based Broadcast Engineer who has over 13 years experience in the field of audio, broadcast and RF. Simon and Neil have engineered all three of Gaydio's previous broadcasts enabling regular live broadcasts from local and regional locations.

Event Manager: *voluntary*.

Organising the launch event and working with the Business Development Manager and Marketing Manager to ensure involvement with events and festivals (Manchester Pride, Red and Wild, Queer up North, Sparkle etc). In addition, the Event Manager may receive commission for any revenue generating events organised on behalf of Gaydio.

Promotions Co-ordinator: *voluntary*.

To manage and take responsibility for on-air competitions and promotional activity.

Locations Producer: *voluntary*

Using systems put in place by the Broadcast Engineer, the Locations Producer will manage and facilitate outside broadcasts. Since Gaydio began its trial services, outside broadcasts have featured heavily in the schedule demonstrating our desire to reach out into the community, ensuring the involvement of many contributors, venues and organisations.

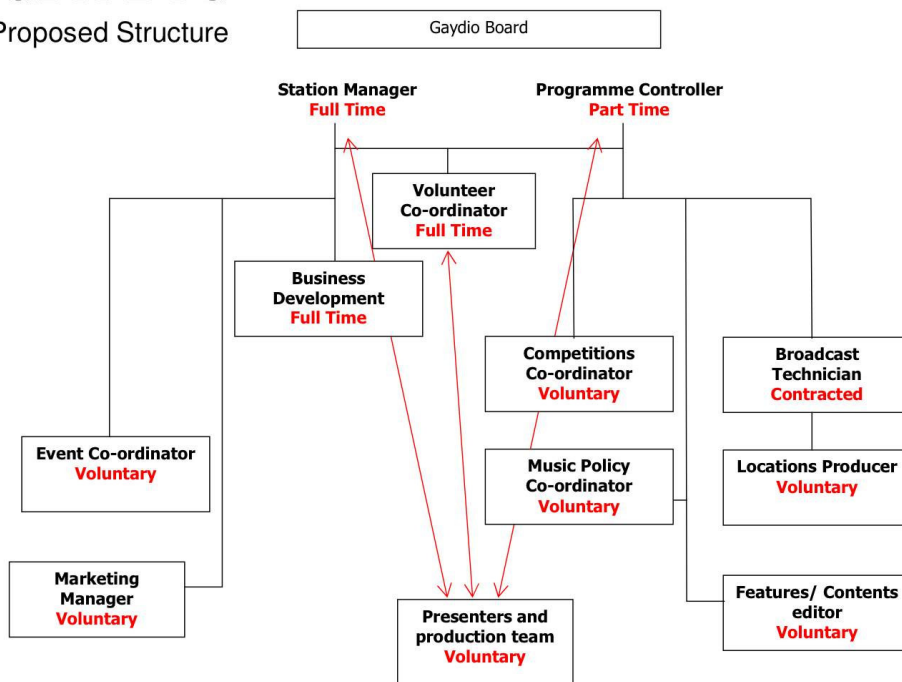
Features Editor: *voluntary*.

Working closely with the Programme Controller to manage pre-recorded packages produced by volunteers. We successfully trialed this as part of the RSL in order to get people involved that had limited availability or live on air experience.

Presenters/ Producers: We received 81 applications for our last RSL broadcast, of which around 39 people directly worked with us and are keen to do so again should we be successful in the licence application. The remainder were unable to for various reasons (mainly time commitments from their point of view), but most have expressed an interest in the future. Total number of active volunteers during the three broadcasts is around 100. A comprehensive training programme will be developed and will be accredited by The University of Salford.



Proposed Structure



General Note (Questions 4.5 . 4.15): Ofcom needs to take account of the resources which applicant groups can call upon in order to establish and operate a proposed community radio service for the duration of the licence period. This means we need information about set-up funding and costs together with predicted income expenditure once the station becomes operational. The Community Radio Order 2004 requires that stations be funded from multiple sources with no one source comprising more than 50% of operational income.

4.5 Financial Information - Existing Assets: Ofcom needs to know about your current financial position, what you think it will cost to set up the proposed service and how much you think it would cost to run over its first year of operation. In addition, we need to know where you expect funding to come from, and what you would do with any profits that might be made.

What assets does your group already own? Please provide totals at current replacement value below.	<i>[If you think it might be helpful, please provide brief explanatory comments in relation to this answer below.]</i>																				
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; padding: 5px;">Item:</th> <th style="width: 20%; padding: 5px;">Amount:</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Cash at Bank / Building Society etc.</td> <td style="padding: 5px;">£3000.00</td> </tr> <tr> <td style="padding: 5px;">Studio Equipment</td> <td style="padding: 5px;">£2000.00</td> </tr> <tr> <td style="padding: 5px;">Transmission Equipment</td> <td style="padding: 5px;">£0</td> </tr> <tr> <td style="padding: 5px;">Outside Broadcast Equipment</td> <td style="padding: 5px;">£0</td> </tr> <tr> <td style="padding: 5px;">Premises (value of buildings you own)</td> <td style="padding: 5px;">£0</td> </tr> <tr> <td style="padding: 5px;">Premises (annual rental income you receive)</td> <td style="padding: 5px;">£0</td> </tr> <tr> <td style="padding: 5px;">Office Items</td> <td style="padding: 5px;">£0</td> </tr> <tr> <td style="padding: 5px;">Other Items <i>(These MUST be specified)</i></td> <td style="padding: 5px;">£</td> </tr> <tr> <td style="padding: 5px;">TOTAL REPLACEMENT VALUE:</td> <td style="padding: 5px;">£5000</td> </tr> </tbody> </table>	Item:	Amount:	Cash at Bank / Building Society etc.	£3000.00	Studio Equipment	£2000.00	Transmission Equipment	£0	Outside Broadcast Equipment	£0	Premises (value of buildings you own)	£0	Premises (annual rental income you receive)	£0	Office Items	£0	Other Items <i>(These MUST be specified)</i>	£	TOTAL REPLACEMENT VALUE:	£5000	This includes computers and play out equipment (although not play out software)
Item:	Amount:																				
Cash at Bank / Building Society etc.	£3000.00																				
Studio Equipment	£2000.00																				
Transmission Equipment	£0																				
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Premises (annual rental income you receive)	£0																				
Office Items	£0																				
Other Items <i>(These MUST be specified)</i>	£																				
TOTAL REPLACEMENT VALUE:	£5000																				

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4.6 Financial Information (continued) – Pre-Launch Expenditure: How much do you think you would need to spend in order to set up your proposed service? (This question relates <u>only</u> to pre-launch capital and other expenditure which you expect to make <u>before</u> you begin broadcasting. DO NOT include any costs associated with running the proposed service once operational.)		
Item	Details	£s
Premises (including pre-launch rent, refurbishment and fitting out costs etc.):	Currently assessing three properties (2 on Princess Street, 1 on Chorlton Street). The maximum renovation cost is 7k. We would hope to secure a short 'rent free' period on these properties to keep the pre-launch costs down. This has been discussed and agreed 'in principle' with the current landlords.	7000
Transmission Equipment:	Transmitter (Broadcast Warehouse TX150) and antenna	4000
Studio Equipment:	Studio equipment, (desk, headphones, MD player, CD player, racks, furniture, mics, cabling, speakers and amp etc)	14000
Office Equipment:	Stationery etc (500), computers and monitors (already owned)	500
Publicity and Marketing (if any):	Launch event and some printed material. Much of the publicity we participate in will be free of charge as we have secured a contra deal with a printing company.	500
Staffing (salaries etc.):	Paid time prior to going on air: Station Manager (6 months @ 25k pa), Business Development Manager (6 months @ 15k pa), volunteer Co-ordinator (3 months @ 13k pa), Programme Controller (3 months @ 7k pa)	25,000
Other one off costs (please specify):	Legal fees and expenses	500
Working Capital (Contingency Reserves)	10% of total (51,500k)	5150
	Total set up costs	56,650

4.7 Financial Information (continued) – Pre-Launch Income: How would you fund the setting up of your proposed service? Please provide details below. The total for pre-launch expenditure (above) should be covered by income as detailed below. If you are proposing to use existing group assets, please make sure that these have already been included under the relevant section (4.5 above). The first section of this question deals <u>only</u> with monetary (cash) income, ('in-kind' income is dealt with in a subsequent question (4.9)).			
Confirmed (secured) Cash Funding:			
Details of Funding Provider:	Terms and conditions placed on funding (if any).	Amount of Funding (£s).	% of Total Funding
Cash in bank	Surplus held from previous RSL broadcasts	3000	5%
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) Cash Funding:			
National Lottery (Awards for All and/or Big Lottery Fund if suitable programme open)		20,000	34%
Manchester Pride Community Fund	We have been successful in a previous bid for a grant and are confident that we could secure this.	6000	10%
Commercial sources (This would include advanced sales of advertising and sponsorship. We have commitment from several advertisers that they would be willing to do this).	Not secured, but are very confident this could be achieved.	15,000	25.5%
Off-air commercial activities		15,000	25.5%
<i>[Please add rows to the above as may be required.]</i>			
	Total Cash Capital, Set-Up Funding and Financial Support:	59,000 (100%)	(Total: 100%)

4.8 Financial Information (continued) – Pre-Launch Contingency: If there is short-fall in the resources above when compared to the amount you are intending to spend on preparing your proposed station for launch, please explain below how you would cover any outstanding costs. Alternatively, if you expect to have a surplus when the station is ready to launch please explain what you intend to do with such additional resources.

In the event that there was a shortfall in funding then we would review our costs; in particular we would look at the option of hiring some of the necessary equipment (such as a transmitter) until sufficient funding was available. We are also in the process of discussing a contra-deal with an organisation to promote them in return for use of their accommodation.

Alternative sources of grant funding and revenue raising activities would be considered. Whilst a there is no plan for a loan, this is an alternative in order to cope with the initial costs of setting up the station.

Any surplus will be retained and used for the ongoing costs associated with the station.

4.9 Financial Information (continued) – Pre-Launch 'In-Kind' Support: What 'in-kind' support (e.g. equipment or services donated to you) do you expect to obtain which would help you set up your proposed service? Please provide details below. In the table below, you should value such non-monetary support at the cost you would otherwise expect to have to pay for it.

Confirmed (secured) 'In-Kind' Support			
Details of 'In-Kind' Support Provider:	Terms and conditions placed on this 'in-kind' support (if any).	Estimated equivalent value of support (£s).	For each item please show % of total 'in-kind' support
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) 'In-Kind' Support			
Printing for publicity material	Had agreement with supplier previously who is keen to work with us again	2000	100
<i>[Please add rows to the above as may be required.]</i>			
		2000	(Total 100%)

4.10 Financial Information (continued) – First Year Operational Expenses: How much do you think it would cost to operate your proposed service for the first year? This question relates <u>only</u> to operational expenditure once your proposed service has begun broadcasting. DO NOT include any capital or other pre-launch costs associated with establishing the proposed service.		
OUTGOINGS	Notes	
Items:	Please include any additional information that you think might be helpful below:	Year 1 Totals (£s)
Hp / Leasing		
General and Administration		
- Staff	3.5 FTE	60,000
- Premises	Several possible, waiting on further info before making decision	10,000 (max)
- Legal and Professional		500
- Establishment/overheads		2000
Engineering		
- Transmitter operating costs	Rent and power	500
- Other (specify)	Maintenance and repair	500
Programming		
- Copyright fees	MCPS/PRS, PPL, Ofcom	2250
- Music library		Nil
- Acquired programming		Nil
- News service		300
- Other (specify)		
Sales cost / commissions	Expenses	500
Marketing and promotion	Included	Nil
Audience research	Expenses for steering group	500
Others (<i>These MUST be specified</i>)		
Total Outgoings		77,050

4.11 Financial Information (continued): How do you expect to fund your proposed service during its first year of operation? Please provide details below. The total for of first year operational expenditure (above) should be covered by income as detailed below. If you are proposing to use existing group assets, please make sure that these have already been included under the relevant section (4.5 above). The first section of this question deals only with financial (monetary) income, ('in-kind' income is dealt with in a subsequent question (4.13)).

Confirmed (secured) Cash Funding:			
Details of Funding Provider:	Terms and conditions placed on funding (if any).	Amount of Funding (£s).	% of Total Funding
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) Cash Funding:			
Manchester Pride Community Fund		1000	2%
Community Radio Fund		15,000	18%
Manchester City Council Change Grant		1000	2%
Service agreement		12,000*	15%
<i>[Please add rows to the above as may be required.]</i>			
Commercial and Other 'in-house' Sources			
On-air spot advertising		20,000	25%
Programme sponsorship		20,000	25%
Commercial revenues from off-air activities		10,000*	13%
'In-house' non-commercial revenues			
<i>[Please add rows to the above as may be required.]</i>			
	Total First Year Income and Revenue Funding:	79,000	(Total 100%)

4.12 Financial Information (continued) Operational Contingency: If there is short-fall in the resources above when compared to the amount you are expecting to spend during the first year of operation of your proposed station, please explain below how you would cover any outstanding costs. Alternatively, if you expect to have generated a surplus at the end of your first year of operations, please explain what you intend to do with such additional resources.

We feel that the figures in the above model are attainable and will aim to generate no more than £40,000 (50% of the total) through advertising and sponsorship. There are two other streams of funding that will provide a significant portion of our funding. These are off air activities and service agreements and are described below:

Off air activities

One of the functions of the Business Development Manager will be to look at using our brand to put on and promote events throughout Manchester. This includes a theatre performance around the time of the Manchester Pride festival and discussions with The Palace Theatre are already underway for this purpose. Also, we would assess the viability of one off events and are currently in discussions for a fundraising event at Manchester's Birdcage Club that has supported the station during our RSL broadcasts.

Service Agreements

We have been involved in discussions with several funding suppliers to access small sums of money as a grant for helping public organisations in achieving their objectives. We have undertaken this work already with several public organisations such as Greater Manchester Police Authority, where we worked to attract people onto their LGBT advisory panel. We have also conducted some work with Job Centre Plus and Manchester City Council with regards to giving advice and support for people in the community that are out of work. This activity aimed to attract people to the LGBT jobs fair that was held shortly after the annual Manchester Pride festival.

The biggest risk to the funding plan is not securing the money from the community radio fund. If this was the case then we would look at other grants. This includes any suitable Big Lottery Fund programmes and organisations that support social welfare and diversity. Examples of this are the Clore Duffield Foundation (which gives educational grants) and The Calouste Gulbenkian Foundation (that give grants for arts, education and social welfare).

4.13 Financial Information (continued) First Year 'In-Kind' Support: What 'in-kind' support (e.g. equipment or services donated to you) do you expect to obtain which would assist you in running the proposed service during its first year of operation. Please provide details below. In the table below, you should value such non-monetary support at the cost you would otherwise expect to have to pay for it.

Confirmed (secured) 'In-Kind' Support			
Details of 'In-Kind' Support Provider:	Terms and conditions placed on this 'in-kind' support (if any).	Estimated equivalent value of support (£s).	For each item please show % of total 'in-kind' support
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) 'In-Kind' Support			
<i>[Please add rows to the above as may be required.]</i>			
		Total Value of First Year 'In-Kind' Support:	(Total 100%)

SECTION FOUR: Ability to Maintain Service (continued).

4.14 On-Air Commercial Activities (see also Section 4.11 above): The legislation for Community Radio places limits on the amount of on-air paid for spot advertising and programme sponsorship that can be generated. No Community Radio station may generate more than 50% of required operational income from these two sources taken together. There are also additional restrictions, in particular relating to areas where small scale commercial broadcasters operate. More detailed information is available in the Notes of Guidance for Community Radio Licence Applicants and Licensees available at:
http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/.

Please provide answers for each question, giving details where appropriate.

During your first year of broadcasting would your proposed station carry on-air spot advertising?

[Yes]

If you have answered 'No' to the above question, might your proposed service seek to carry on-air spot advertising at a later date?

During your first year of broadcasting would your proposed station carry on-air programme sponsorship?

[Yes]

If you have answered 'No' to the above question, might your proposed service seek to carry on-air programme sponsorship at a later date?

4.15 Loans: If any of your proposed funding (either set-up or operational) is in the form of loans from directors, individuals or organisations associated with the applicant. Please provide details as to the terms of such loans including the expected repayment terms interest rate charged and any other associated costs.

None

4.16 Alternative Funding Streams: What arrangements are in place in case your expected income streams (non-commercial and commercial) do not achieve the anticipated levels? What other options have you explored that might provide financial and / or 'in-kind' support for your proposed service? If you have proposals for expanding and / or changing the funding model of your proposed service after the first year of operation, please also provide details below:

Although we believe we can attract the funding outline, if it should be the case that the expected levels are not met, there are several options we can look at. Firstly, we will try to raise additional revenue by researching any grants that may be available to

the group. During the course of our RSLs, several grants have been available in the area that we would have been able to access if we were a full time community station.

With regard to advertising and sponsorship, if levels did not achieve what we required then we would again look at other sources of public funding available. As previously mentioned we are confident that we can achieve the desired level of sponsorship and advertising, as the total amount is not significantly greater than the revenue achieved during our RSL broadcasts.

The non-executive members of the board are all experienced in negotiating and securing finance from a variety of funding sources. As an organisation, Gaydio is very confident of securing required levels of income.

SECTION FIVE: Engineering.

Section 105(1)(a) of the 1990 Broadcasting Act requires that when considering a licence application Ofcom takes into account the applicant's ability to maintain the proposed service. In addition to the structural, financial and other matters dealt with in the previous section of this application form, Ofcom also needs detailed information about your engineering and transmission proposals. In order to identify a suitable frequency for your proposed service, Ofcom needs detailed technical proposals about your transmission parameters. ***The following questions must be answered accurately and in full. Requested maps and photographs etc. must be supplied with your application. Ofcom reserves the right to reject your application if you provide incomplete or inaccurate technical information.***

5.1 Waveband. Please state whether this application is for an FM or an AM licence. Please also state if you are willing to accept the alternative type of licence should your first choice be unavailable. Please note that if you are willing to accept either FM or AM you must provide technical details for both options, as well as providing relevant financial information under Section Four of this document.

This application is for an FM licence Yes

Should the first choice of waveband be unavailable, this applicant is willing to accept a frequency on the alternative wave-band. No

5.2 Please provide a description of your proposed transmission site. Please describe the type of building or structure, explaining its current use. Please also tell us if this location is an existing transmission site and tell us who owns it.

Our proposed transmission site will be Portland Tower in Manchester city centre. This is a managed office facility with 22 floors offering a secure and convenient transmission site. The building is located on the edge of Manchester's Gay Village area and close to the proposed studio locations. The building is also sufficiently high to overcome urban clutter issues encountered by the height of surrounding office block and residential tower blocks in the city centre. We feel this site would offer maximum coverage at field strengths necessary to overcome potential co-channel interference issues with regards to potential frequency allocations within our coverage area. An 'in principle' agreement with the building's owners has been obtained.

5.3 Please provide an NGR (National Grid Reference) for your proposed transmitter site. This must be in the format of two letters followed by two groups of three numbers, for example, the grid reference of Ofcom's Riverside House in London is TQ 322 804. (Ordnance Survey maps provide details of how to determine a National Grid Reference, and further information can be found at: <http://www.ordnancesurvey.co.uk/oswebsite/gi/nationalgrid/nationalgrid.pdf>)

SJ 842 975

5.4 Site Details. Please provide the name and contact details of the site owner together with the address of the proposed site itself. You **MUST** include the postcode of your proposed site. Applicants should be aware that any subsequent change of site location (even moving less than one kilometre) may mean that a frequency proposed by Ofcom for the proposed service may cease to be usable. If a suitable frequency cannot be secured for use at the alternative site, the proposed service may not be allowed to broadcast.

Name and contact details of site owner:

Matthew Tregilgas BSc MRICS
Bruntwood Estates Ltd
Telecoms & Utilities

Address and post code of proposed transmitter site:

Portland Tower
53 Portland Street
Manchester
M1 3LF

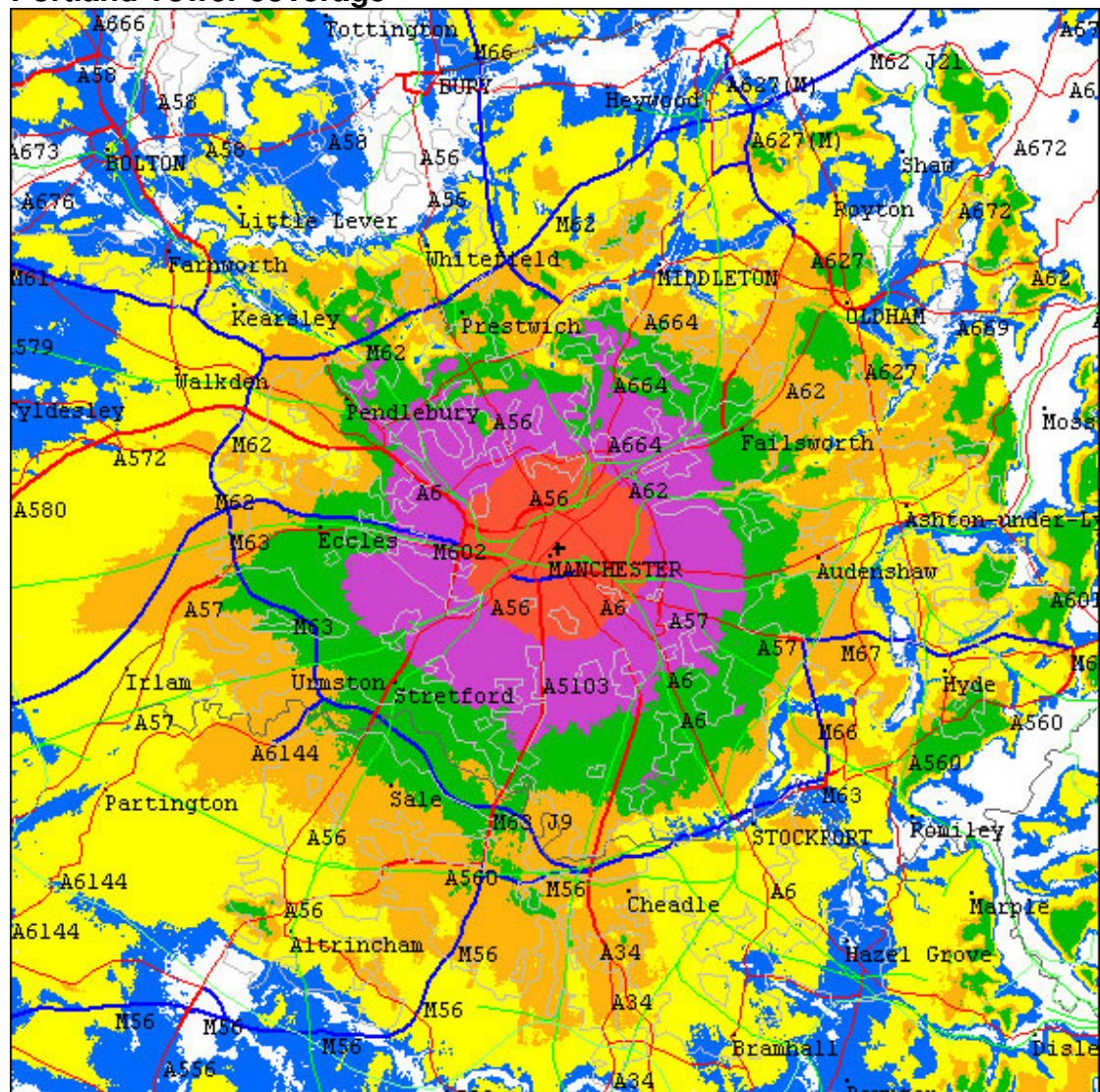
Site Availability. Please tick those boxes below which best describe your group's situation regarding its proposed transmitter site.

Site Identified:	Yes
Agreement in Place:	Yes
Under Negotiation:	No
Group Owns Site:	No
Site not yet identified:	No

5.5 Please supply a map (or 2 x maps) showing the location of your proposed transmitter site and the coverage which you expect to achieve from a transmitter at this location. (Scale of minimum detail 1:25000.)

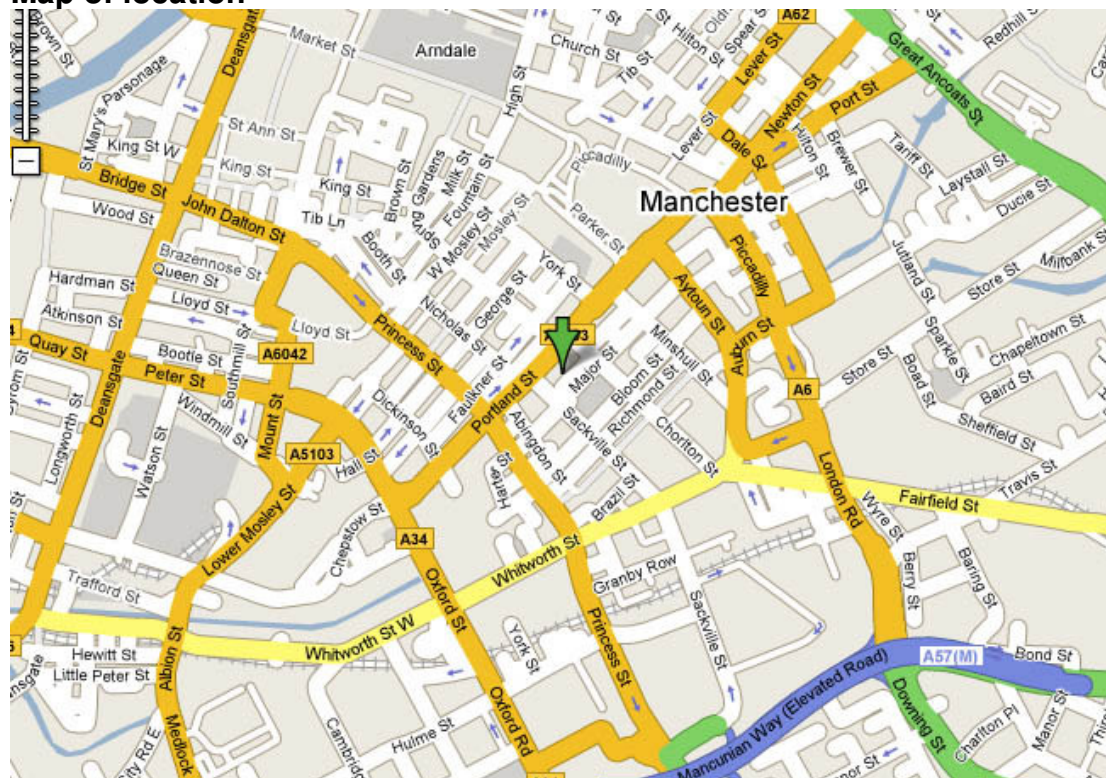
Transmission site map supplied:	Yes
Coverage prediction map supplied	Yes

Portland Tower coverage



Yellow contour: 54dBuV/m

Map of location



5.6 Please provide photographs of your proposed transmitter site. Ofcom needs to know what your proposed transmitter site looks like and where it is situated in relation to other buildings and structures nearby. Please make sure that you indicate clearly the proposed location of your transmitter antenna(s).

Photograph(s) supplied: Yes

Number of photographs provided = Two

(see next page)



5.7 Antenna Details. For FM licences, what is the height above ground level at which the transmitting aerial would be sited? For AM licences, what is the height of the transmitting antenna? Please confirm your assumed height of the ground above ordnance datum (i.e. sea level) for this site. (All heights must be given in metres, not feet).

(a) FM – Height of Antenna above Ground Level in metres.

85 Metres.

(b) FM – Total Height of mast or other structure in metres.

80 Metres.

(c) AM – Height of Transmitting Antenna in metres.

N/A.

(d) AM & FM – Assumed height of local ground above sea level in metres.

41 Metres.

5.8 Radiated Power. What assumptions are you making about radiated power (for FM in either or both planes of polarisation), including the extent to which this may vary in different directions away from the transmitter? Please complete the appropriate sections below.

(a) If you are proposing to operate on AM, please give the Effective Monopole Radiated Power (EMRP) level you expect to need in order to cover your proposed service area.

N/A.

(b) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Vertical Polarisation). Note: In urban areas the maximum erp available will be 25 Watts.

25 Watts.

Section continues on next page...

(c) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Horizontal Polarisation) (if used). Note: In urban areas the maximum erp available will be 25 Watts.

25 Watts.

(d) **Radiation (polar) Pattern.** Please indicate whether you will be using a directional or omni-directional antenna system. If you propose to use a directional antenna system, you must enclose horizontal radiation diagram(s), for the vertically polarised signal component, as well as for the horizontally polarised signal component if this is to be used.

Omni-directional antenna(s) to be used? Yes

Directional antenna(s) to be used? No

If directional, then horizontal radiation diagram(s), for the vertically polarised signal component, enclosed? No

If directional, then horizontal radiation diagram(s), for the horizontally polarised signal component enclosed if used? No

5.9 Engineering Compliance, Transmitter Maintenance and Repair. Please provide details of the person within the applicant group who will be responsible for supervising or undertaking transmitter installation and maintenance (and for ensuring ongoing compliance with Ofcom's Engineering Code). If an outside contractor will be employed, please state who this is expected to be. Explain also the method by which you intend to provide a monitoring-point to allow for regulatory compliance checks by Ofcom engineers. If it is planned to use in-house resources, indicated test equipment available and show how important parameters of the signal will be monitored and controlled.

Transmission will be contracted to Neil Clark, a Stockport based Broadcast Engineer who has over 13 years experience in the field of audio, broadcast and RF. Engineering compliance will be monitored by the use of a bi-directional EME coupler at the transmitter output and annual preventive maintenance checks will be carried out. Neil has a wide range of his own test equipment including an Agilent/HP 8590A Spectrum Analyser, Audemat/Aztec AZ10 Navigator and Bird ThruLine 43 bi-directional power meter to carry out measurements and ensure continual compliance.

Section continues on next page...

5.10 Principal Transmission Equipment. Ofcom needs to ensure that your proposed transmission equipment is able to meet regulatory performance requirements. Please list the principal items (where possible including details of make and model). Give the maximum power output capability of the transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

Please list principal items of transmission equipment, together with manufacturer's names and model numbers.

At the studio site, audio from the station output will be fed in to an Orban Optimod 2200 Audio Processor, RDS will also be fed in to the SCA input of this unit and summed with the composite feed internally. The composite (MPX) output will then feed an sbs TX400 STL link transmitter. At the main transmit site, the link will be received via a Jaybeam 7050 antenna, in to an RX400 link Rx and fed as composite MPX in to a Broadcast Warehouse TX150 FM transmitter. The RF will then leave the TX150 via an Aerial Facilities Bandpass filter, through an EME bi-directional coupler and onwards to a CTE PLC5 FM antenna.

Please state the maximum power output capability of your transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

The transmitters maximum output power is 150w. The unit does have front panel monitoring and control indications (such as power and frequency control) but these can and will be internally disabled once the equipment is pre-aligned and tested at our contractor's workshop. No external adjustment will then be possible on the equipment on-site without firstly gaining access inside the transmitter itself.

5.11 Stereo transmissions. In the case of FM transmissions, provided a suitable frequency resource can be identified, does your group intend to broadcast in stereo?

Broadcasts in stereo? Yes

5.12 RDS. Please state whether you plan to transmit a Radio Data System identification signal (RDS) in your broadcast transmissions (Please Note: RDS can only be transmitted by FM services allowed to broadcast in stereo).

RDS data to be broadcast? Yes

SECTION SIX: Programming Output.

Section 105(1) of the 1990 Broadcasting Act has two provisions which relate specifically to the programme output of Community Radio services. Section 105(1)(b) of the Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities), whilst Section 105(1)(c) requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

Before considering these two specific requirements, Ofcom needs to have a detailed understanding of the community (or communities) your proposed station would serve and of the programming service you propose to provide. Please answer the following questions, considering your answers in relation to the above requirements of the Act.

The Community Radio Order 2004 defines a 'community' as:

- (a) the persons who live or work or undergo education or training in a particular area or locality,
- or,
- (b) persons who (whether or not they fall within paragraph (a)) have one or more interests or characteristics in common.

6.1 Target Community (or Target Communities) and Community Demographics. Please provide an outline definition of the community / communities you are proposing to serve. Please then include demographic information including:

- (a) Where they live,
- (b) The size of the population concerned,
- (c) Socio-economic information (for example include details of the makeup of the population as a whole within the area to which you propose broadcasting).

Gaydio is aimed at people in Manchester who identify as Lesbian, Gay, Bisexual or Trans (transgender or transsexual). This is a very distinct community that are geographically based throughout the city. There tend to be concentration in areas like Manchester City Centre and the surrounding neighbourhoods, with Hulme, Castlefield, Eastlands and Chorlton being recognised as having a high proportion of LGBT people.

It is difficult to provide figures for the size of this population due to a lack of accurate research conducted in and around this community. As previously mentioned it is estimated that in urban areas like Manchester the LGBT population is around 10%. For arguments sake we will assume that 7% of the population in our proposed transmission area identify as LGBT (this is the figure accepted by the government when assessing the implication of the Civil Partnership Act). Our transmission area, should we be successful in gaining the full power quoted in our engineering section, would be around 1.3 million people. This equates to around 91,000 people in our transmission area that identify as LGBT, much larger than many other communities in the area (although many of these people will belong to other communities also).

Our previous trials have, in line with our long term plans, been broadcast from the 'recreational home' of the community, referred to as 'The Gay Village' which is based around the Canal Street area of Manchester city centre. This is also where the community is offered services from organisations such as The Lesbian and Gay Foundation in terms of sexual and mental health and where many support networks operate.

The community is made of individuals from a wide range of backgrounds, many of whom still experience forms of prejudice. This is particularly true still with young people, 65% of young lesbian, gay and bisexual people experience homophobic bullying in Britain's schools (Stonewall, The School Report 2007). Gaydio will work with such groups to inspire confidence to help challenge these attitudes. Radio is a unique, personal medium, with no cost barrier to entry and as such Gaydio is able to support those people who are questioning their identity.

We anticipate that our FM coverage will be able to reach much of the target community but we will also offer an online platform to reach those further out of the city, as well as around the North West, which has little provision for this community.

6.2 Programme Service. Please provide a brief overview as to the nature of your proposed community radio service. Outline in general terms the approach and objectives of the programme service, the broad format and content to be provided.

The proposed service will be a mix of speech and music targeted at all sections of the community. We propose that we will broadly follow the format developed through our RSL trials, providing high quality output with consistent formats and personalities to build and maintain audience. The social gain of this station is focussed as much towards the listening audience as it is to the volunteer broadcasters.

We have attracted and developed a strong presentation team through our previous broadcasts and intend to continue to grow this group as we move forward. Whilst we anticipate many of the existing team will wish to continue a long term involvement with the output, we will continue to welcome new broadcasters throughout. The appointment of our paid staff is key to the programme service as they will likely be required to have an on air presence during the daytime output due to the working patterns of volunteers. We have trialled and will continue to employ an intelligent mix of production techniques which includes live programming, voice tracking and packaged features. For example, in our August 2007 broadcast, new volunteers worked with a producer producing pre-recorded items before embarking on live inserts and finally live presentation.

We have trialled various ways of covering LGBT news within the output from locally produced bulletins to presenter-led reads. Initially, we anticipate LGBT news will be featured throughout the output being provided by a mix of volunteer produced reports, regular contributors in specialist areas and presenter orientated discussion and updates.

One of our particular strengths has been the degree to which the community has been involved in the output of the station. Aside from our presentation team, we welcomed regular contributors from various businesses and organisations, providing a platform to promote their organisations or events and offering an unrivalled source of information and advice to listeners. Whilst the range of programming is as diverse as the community it serves, the level of professionalism is consistent and at all times conscious of the community to whom it is broadcasting. The funny, irreverent breakfast show visited community groups outside of the city centre for pre-recorded features. The more issue-based afternoon show welcomed a great number of guests into the studio, niche music attracted new listeners to our destination programming, our personality-orientated drive time show attracted press at a national level and numerous outside broadcasts reflected the diversity of activity in this thriving, yet wholly underserved community.

6.3 Broadcast Hours. Please detail the number of hours of programme output you plan on broadcasting each day. If these differ between, for example, between week days and weekends, please provide details. Please let us know to what extent (if any) you are planning to repeat the transmission of particular output at differing times of day. If the number of hours broadcast is expected to increase over the licence period, please provide details.

It is proposed that Gaydio will broadcast 24 hours per day, as per our trials, live between 7am and 9pm. Some programming will employ the use of voice tracking and initially overnight provision shall most likely take the form of automation. The station

will take a rolling format during daytime hours until the destination programming in the evening. It is intended to divide the daytime output into three, four-hour slots from 7am. Consistency for the listener is provided by a regular, familiar voice anchoring each of these "shows" although alongside live guests and features, there will be a number of volunteer produced packages. We do not currently plan to repeat any large chunks of programming in their entirety although items may be re-versioned for elsewhere in the output. We may consider repeating our specialist music programming after consultation with the steering group.

6.4 Amount of locally produced output included. How many hours per day is station output expected to be produced locally? Please, detail when during the day such output would normally be broadcast. (If the amount of locally broadcast material varies between week-days and the weekend please explain this in your answer.)

All of our output is locally produced with the exception of syndicated hourly news. For events of special interest we may simulcast jointly produced programming with other broadcasters. For example, by combining resources with BBC Radio Manchester, we were able to provide higher quality coverage of events such as the HIV Candlelit Vigil. Certain events may originate from outside our transmission area, such as our coverage of the national Mr Gay UK competition live from Blackpool in August 2007.

6.5 Details of Third party Programming Sources. Please provide information about any third-party programming output which you expect to broadcast. (This might for example include a news service, overnight sustaining service, or programming made by independent groups or community organisations.)

Syndicated news will be offered on the hour. We will be working with several organisations, youth networks, ethnic groups, trans organisations and health organisations although they will all work with our production team as opposed to producing independent programming.

6.6 Music and Speech Balance. Please provide the expected ratio of music to speech-based output of your proposed Community Radio service. If this varies over a 24 hour period please give details. In addition if you expect to alter this ratio over the course of a five year licence please give details of such expected changes (for example if you expect to begin with limited amounts of speech content that may expand later on in the lifetime of a licence award period).

The speech content will vary due to time of day. We estimate our core hours of 7am until 9pm will present 70% music to 30% speech. Overnight automation will initially be largely made up of music. Within a year we hope to have built overnight speech content to around 20%. Limited destination programming may take a 100% speech format.

6.7 Type(s) of music output included. Please give details of the type(s) of music that you intend to include in your broadcasts. If you intend to provide more than one type of music (for example if you will be including specialist music programmes for different genres), please provide a percentage breakdown of expected music output by genre, and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of music output only.)

Our core hours are dominated by contemporary pop and commercial dance music post 1980. The LGBT community often warm to alternative mixes of popular songs and we have featured radio edits of these within our trial playlists to great reception as they are generally not heard on other radio services. Our core library includes artists such as Armand Van Helden, Pink, Amy Winehouse, Madonna, Kylie, Peyton, Freemasons and Beyonce. The playlist will be reviewed weekly and there will be a high rotation of recurrent tracks.

In previous trials, daytime playlists have featured a small number of free play songs. This enables presenters to introduce music-based features to their shows, sometimes nostalgic or rarely heard songs of special importance to the LGBT community, sometimes to reflect the personality of the presenter into the output further or perhaps as a competitive feature.

In particular, the following trends in featured songs have proved popular with the community:

Breakfast: Indie (Arctic Monkeys, Razorlight, The Killers).

Mid-mornings: Requests, themed features, pre-release.

Afternoons: Retro, Disco (70s' and 80s' nightclub hits).

Drive: Upbeat radio edit remixes.

Our specialist music formats have all generated great enthusiasm, attracting new audiences and catering for many tastes, largely underserved in the area.

The AMP (Alternative Music Programme) - playing indie and electro tracks.

The Loop – playing mainly 80s music (many non-mainstream).

The Mix – Dance anthems and club classics.

The Matinee – Playing showtunes. This has been a huge success and has developed into a weekly podcast, with a monthly download of around 5000.

Also featured in the schedule will be our Lazy Breakfast and Detox formats, playing more laid back music from the past 10 years.

The breakdown is as follows

Pop	25% (7am – 7pm)
Dance	25% (7am – 7pm, and from 9pm)
80s'	5% (Mainly 7pm – 9pm)
Show Tunes	5% (Mainly weekend late afternoons)
Indie/electro/alternative	5% (Mainly 7pm – 9pm)
Chillout	5% (Mainly late night / early morning)

6.8 Type(s) of speech output included. Please provide a percentage breakdown of expected speech output by type, (for example discussion programmes, news, documentaries, interviews etc.), and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of speech output only.)

There will be a mix of light-hearted entertainment, interviews, discussion, community news and music related information.

Entertainment – 10%

News – 3%

Discussion and interviews with community groups 10%

Community related news/ health advice etc – 5%

Other (advertising etc) 2%

6.9 Automated Output. Please provide details of any automated output. These should include information about any whole programmes or lengthy sequences which will be originated locally yet be wholly automated or pre-recorded, and not reliant upon the presence of a presenter. Indicate the scheduling, duration and method of provision of such output (e.g. play-out system or satellite delivery etc.).

IRN news will be delivered by satellite.

A mixture of live and voice tracking techniques will be employed throughout the day. Pre-recorded features will also be cued in by presenters.

The following areas of output are likely to be wholly pre-recorded or voice tracked initially:

Weekends 9pm – midnight will be pre-recorded (normally an exclusive dance mix promoting a local LGBT DJ)

Overnights, midnight – 7am will be automated and voice tracked.

Over time we may look to reduce the number of voice tracked programmes during the day, but in order to ensure volunteer inclusion throughout the week, we will remain reliant on pre-recorded features such as interviews, and ‘what’s on’ guides etc.

6.10 Broadcast Languages(s). Please list the languages you intend to broadcast in. Where broadcasts will be in more than one language, please give details of expected percentage amounts of programming and proposed time(s) of scheduling in each language.

The station will broadcast 100% in English. However, the board will explore the possibility of specialist programming for the growing migrant LGBT population in Manchester. There is, for example, an emerging Polish LGBT community in the City.

6.10 Tastes and Interests. Section 105(1)(b) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities).

When answering this question, please include findings from any research undertaken amongst members of your target community (or communities) together with any other information which demonstrates your understanding of their tastes and interests. You should also provide evidence as to why your proposed programming (as previously described above) would be relevant and cater for such tastes and interests.

The diversity of the LGBT community encompasses a range of ages, backgrounds, health, religions, races, tastes etc. For this reason it is vital that we reflect our audience by offering different types of programming.

Since Gaydio began we have conducted a significant amount of research to find out what service is desired by the community. The community has been consulted at every 'point of access'; community groups, volunteers and the audience through a variety of methods. For example, as part of our recruitment process, we asked every volunteer applicant 'what do you think an LGBT radio station should sound like?' and used these responses to influence our editorial decisions and inspire focus groups. We also encouraged the audience to get involved with this debate by hosting a series of polls on the website as well as providing an online guestbook. Comments include:

"Great to be part of Andrew Edwards' Sunday show. Top debate, top music - the kind of programme that should be on the airwaves more often!"

Guestbook comment on Sunday morning issue-based chat show

"I love the great mix of programmes, Matinee is great and so is the 80s show. I love Gaydio"

Another comment from the guestbook

This feedback helped developed our mainstream programming as well as destination shows catering for and reflecting the diversity within the community. This is reflected in both the musical and speech output, which tended to be more discussion based in the day, when listeners tended to be older, and more entertainment driven during our breakfast and drive shows.

As we move forward we anticipate developing a steering group whose responsibility it will be to seek advice and play a pivotal role in developing our music policy and programme schedule. Before going on air we intend to commission some formal research within the community to better understand what would, for them, make an exciting and informative output. Early discussions indicate that a local college will carry out this survey free of charge.

6.11 Different and Distinct. Section 105(1)(c) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

How will your proposed community radio service be different and distinct from existing (non-BBC) local radio services in the area concerned (both local commercial stations and any existing community stations), and how will it broaden the range of programming offered in the locality? In addition, please explain how your proposed service will be of a nature or deliver content distinct from that of any other local service with which it overlaps by fifty per cent or more in terms of population. Please Note: Ofcom makes available coverage maps of its permanent licensed analogue commercial radio services on its web-site at:

<http://www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main.htm>

If you think that your proposed service may also overlap the coverage of an existing Community Radio service by more than fifty percent in terms of population, you may not be able to check this on Ofcom's web-site. Instead, you may contact Ofcom's Community Radio Team for further information.

Gaydio would be different and distinct as the only FM station reflecting the needs and lifestyles of LGBT people young and old. During Gaydio's RSL broadcast, many people have commented on how important it is to feel recognised, one such email received reads:

"Just thought I would congratulate and thank you for your programs. As an older gay guy (42)....it's been good to hear some intelligent and thought provoking broadcasting in the afternoons with Brian, well done Gaydio!"

This is particularly important for people that find it difficult to access the commercially focused 'gay scene'. During our RSL broadcasts Gaydio's audience ranged from people of 16 to 80 and from all walks of life. One listener, Sam, heard our feature on Manchester City Councils LGBT housing service and wrote to us to say that they were experiencing some of the problems and issues that were being discussed and as a result they were able to access a service they were previously unaware of.

Another wrote this about our HIV and AIDS documentary:

"In the UK on business we came up to your Pride event & while in the hotel on Monday evening I heard the most remarkable programme on HIV and AIDS. The music was perfect, the presenter (Brian?) handled the whole programme in a very sensitive way while keeping it upbeat & positive and the guests were all very good. I can't believe you were not a full time national station, in the States we just can't produce programmes as good as this - so well done you Brits!"

The musical identity of the station has always been unique and distinct to the commercial and community radio stations operating locally. Our music will be a mix of current and recent songs, including artists and songs that are not heard on existing services. This is detailed above in the section about music policy. During our RSL trials we also picked up on several songs by unsigned local LGBT artists (e.g. Kevin Lee Britt, Stuart Avery), featured new artists appearing at LGBT events and talked to some LGBT favourites that are no longer featured on mainstream radio.

We have also received similar enthusiasm from financial supporters of Gaydio who say that there is currently no comparable way of directly targeting their products and services at Manchester's large LGBT community. Many companies have already shown a strong interest in advertising on Gaydio in the future including Virgin Atlantic, Bellway Homes, a fitness centre and at least two national holiday companies – one of whom has already set aside a large part of their advertising budget for the next broadcast.

SECTION SEVEN: Evidence of Demand and Support.

Section 105(1)(d) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent of local demand for, or support for the provision of the proposed service. Ofcom needs information about the range and scope of demand and support which you have identified for your proposed service. This can include a variety of information, for example: letters 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 in your service generated through RSL activities; results of research; letters of support from local politicians, educational or religious bodies etc.; support from the business sector etc. Please Note:

It is for applicants to decide what evidence of 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 generated by your group. The submission of promotional videos and / or other supplementary promotional material is strongly discouraged.

7.1 Evidence of Demand / Support. Please provide a summary of evidence of demand and / or support for your proposed service. Copies of letters or research reports etc. should be submitted in separate appendices, which will not be published. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence.

Since Gaydio went on air with its first RSL in August 2006, support for the station has been considerably forthcoming, demonstrating the need for long term provision from the perspective of advertisers, community organisations, Manchester City Council, volunteers and the listening public alike. Some of the evidence is detailed below.

Listeners

We believe that there is a strong demand from listeners, demonstrable by the following:

- We issue email updates to keep people informed about the station. So far around 1,200 people have signed up to receive updates.
- Whilst on air, we receive around 100 contacts per day via text and email.
- Our website achieves around 10,000 hits during a 28 day broadcast.
- We have over 300 messages of support on our online guest book.

Messages include:

“Heard Gaydio while travelling through Manchester today. Wow! What a wake up call. This is just what I have been looking for.”

“Hi to everyone at Gaydio. Great tunes and a great station. I only wish I could listen to it all year! Really gets me in the mood for Pride. Good luck with your license application. You certainly have my vote to keep this station going.”

Further entries are available to view at www.gaydio.co.uk

Volunteers

Our volunteers have always represented the heart and soul of the station, their enthusiasm and vitality creating its uniquely recognisable sound. The following points demonstrate the tremendous support from our volunteers:

- We have around 100 applications to work with us from previous broadcasts (these are available for inspection if needed).
- Most of our volunteers have returned to work with the station again after doing so on our previous broadcasts.
- One email received after our February 2007 broadcast said “I wanted to thank you for the opportunity to work on Gaydio. I loved every minute of working here and learned so much from it. Because of Gaydio I’m going to try and go to university to study it [broadcasting]. Thank you so much again”.

Advertisers

We have received extremely good feedback from the advertisers on our RSL trial broadcasts, including a notable increase in the number of LGBT customers to some of the non-LGBT advertisers. Brian Day, our Business Development Manager sold advertising and sponsorship worth £15,000 in August which was up on the previous RSL, demonstrating a dramatic increase in awareness over just six months. Each of the August advertisers, national and local, are keen to know when Gaydio is returning so that they can continue to use this valuable platform. The main show sponsors of Breakfast and Drive Time would also like to continue with their sponsorship in the future. These sales were conducted over an extremely short period of time, and we are confident that with a full time member of staff looking after this area we would be able to achieve our forecast.

Organisations

Since we went on air we have had a series of letters and emails from the community groups and public sector organisations that we worked with. This includes the following with some extracts. Letters can be found in full at the end of this application.

- **Manchester City Council**
“Should Manchester be granted a full community licence we believe this will generate significant social and economic benefits to the growing LGBT community in Manchester”.
- **Age Concern**
- **Lesbian and Gay Foundation**
“Gaydio is a fantastic opportunity with which to communicate with a very large community that is not specifically being catered for by mainstream programming”.
- **After Adoption**
- **Samaritans**

- **George House Trust** (HIV Charity)
“As a result of our involvement with Gaydio, and the opportunity given to us to publicise our services, we received a number of enquiries from people living with HIV who contacted us for help and support”.
- **Manchester Adoption Society**
- **Manchester PCT services** (a group for LGBT parents in Manchester)
- **Trevor Burchick MBE** (Director of Pride Sports)
- **The Manchester Parents Group**
- **McKewan Harkinson Solicitors**
- **Christine Burns MBE** (Trans rights campaigner and educator)
“I’m very conscious of the difficulty of getting important LGBT issues aired and discussed in an informal and responsible manner by the “mainstream” media. Quite simply they just don’t ‘get it’ – especially when it comes to covering vitally important concerns for transsexual and transgender people”.
- **Kimberly Angel Nolan** (Managing Director of Trans festival Sparkle)
- **Peter Tatchell** (Human Rights campaigner)
- **The rt. Reverend Nigel McCulloch** (Bishop of Manchester)

SECTION EIGHT: Delivering 'Social Gain'

Section 105(1)(e) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that every applicant for a community radio service must demonstrate that the proposed service would be provided primarily for the good of members of the public, or of the target community, and in order to deliver 'social gain' (both on air as part of its broadcast output and through other activities).

Applicants must provide evidence that their proposed service would result in the delivery of significant social gain to the public, or the target community. In addition, when deciding whether or to whom to award a community radio licence, one of the criteria to which Ofcom must have regard is the extent to which the proposed service would result in the delivery of social gain to the target community. The Community Radio Order lists four mandatory social gain objectives and a further (non-exhaustive) list of seven other social gain objectives that may be applicable.

Please use the first three questions in this section (boxes 8.1 to 8.3) to answer general questions about how the applicant proposes to serve its target community.

Explain (in boxes 8.4 to 8.7 below) how you propose to meet the four mandatory social gain objectives and explain (in box 8.8 below) what additional social gain objectives (if any) you intend to include as social gain objectives for your proposed service. For each of the objectives, please specify the nature of the targets involved and outline how you expect these to be achieved.

Finally, this section of the application form also gives applicants the opportunity to detail other forms of community involvement (boxes 8.9 to 8.11).

8.1 Addressing Community Needs. Please give a general overview of how, through the delivery of 'social gain' and other non-broadcast activities, you propose to ensure that your service will address community needs.

Gaydio will provide a unique service which will substantially help to reduce the impact and isolation that homophobia and transphobia can and does have on the lesbian, gay, bisexual, and trans community. There is an overwhelming need to break down some of the stigma and prejudice that can often surround the LGBT community, and to empower and enable LGBT people to become recognised as an integral and important part of the make up of modern Manchester. In addition there is still a need to help build a sense of community cohesion, allowing LGBT people to communicate more and address some of the issues for ourselves. There is strong evidence that a significant number of LGBT people find it difficult to access services currently available and importantly for Gaydio, existing means of communication can prove to be beyond the reach of many members of the LGBT community. This is particularly so with young LGBT people and LGBT people who are isolated and in significant personal doubt about their sexual orientation. Gaydio will address this in the following ways:

- We will become a trusted and recognised brand within the community by working with a range of partners in order to be seen as the centre of communication within the community. This will involve both on air activities, but will also expand to the online environment (forum and possible tie-ins with our supporters e.g. LGF online for news and Real Manchester.com for community listings).

- We will strive to not only reflect the community in the context of the wider city, but also ensure that people feel that they can become involved with the station in a completely different way to that of commercial or BBC stations leading to a sense of ownership.
- We will recognise the diversity in our own community by ensuring that our editorial policy delivers a clear and consistent feel to the station, but is also flexible enough to cater for a wide range of tastes and interests in terms of both music and speech.
- We will continue to work closely with a number of community groups and assist them in their goals to achieve social gain. This will be done by offering free promotion on air and developing a briefing pack for all of our presenters so that they are aware of what services and groups are available. This will then be reflected in the output.
- We will continue our work delivering important safety and health messages within the community. Previously, we have worked with Greater Manchester Police and the Police Authority to communicate everything from being a victim of a robbery to the consequences of binge drinking. We have also worked with health agencies and charities such as the George House Trust and LGF who promote various health messages including practicing safer sex. This is vital as research shows that as many as one in 11 Gay men in the city of Manchester are HIV positive and as many as one third of them are unaware they have the condition. On World Aids Day 2006 we produced a programme that followed one of our female presenters taking an HIV test.

At present there is very little radio produced in the Manchester area that caters specifically for LGBT people. BBC Radio Manchester produces a weekly hour long show aimed at the community, but as their audience is largely 45+ there is a significant portion of the community that will not be attracted to this output.

8.2 Targets and Milestones. List key specific objectives of your proposed service. Highlight key stages detailing what is expected to be achieved, how it will be achieved, with dates and any review process to monitor/alter objectives for the first year of operation. Please state how objectives will be reviewed and developed. Please use clearly phrased bullet points, for example:

- *"Providing (xx number) work placements / training places for target groups within (xx months) through liaison with (xx) organisation"*
- *"Reviews by community panels and questionnaires etc."*
- *"Quarterly in-house assessments of targets."*

The board agree that with the work already in place behind the scenes, we could launch the station within 18 months of being awarded a licence by Ofcom. This builds on our experience from developing three RSL trials, our connections with people at other community stations and organisations and the work that will have gone on prior to a licence award. Key milestones and targets are as follows (assumes licence awarded 1st January 2008).

Milestones:

Quarter 1/ 08

- Begin some pre-publicity to promote the licence award..

- Set up processes to accept and work with volunteers, building on our current bank of volunteers.
- Confirm early agreements with key sponsors.
- Continue to develop marketing and communications strategy.
- Agreement of volunteer targets, process and strategy for delivery.

Quarter 2/ 08

- Begin studio development.
- Continue with communication strategy, sending out one communication.
- Set up processes to sell advertising space.
- Advertise for volunteers. Have 40 identified and in place (from previous broadcast activity).
- Initial training activity begins.
- First wave training for current volunteers. These people will act as mentors for future people joining the organisation.
- Review of schedule and recruitment.

Quarter 3/ 08

- Paid staff to begin work.
- Business Development Manager to commence employment (voluntary basis for first six months, then paid member of staff; agreement in place).
- Begin to develop steering groups for input onto the programming.
- Studio build begins.
- Station Manager commences employment.
- Continue volunteer recruitment activity (around Manchester Pride).
- Consider RSL/ online broadcast/ event to coincide with Manchester Pride and to promote the launch of the full time station.
- Have a further 40 volunteers in place.
- Steering group development (using volunteers). Aim to have 10 – 15 people in place for a fixed time (staggered to enable others to come on).

Quarter 4/ 08

- Have a rough programme schedule in place.
- Steering group meetings monthly .
- Communication out monthly.
- Full review of volunteers' commitment, skills and capabilities.

Quarter 1/ 09

- Continue recruitment drive, with a further 40 people identified and put in place.
- Begin pre-launch publicity

Quarter 2/ 09

- Launch.

Quarter 3/ 09

- Have strategy in place to take on and train 10 new volunteers per month

<p>8.3 Numbers Involved. Include information about access by the community to the station. For example include projections of the number of training, voluntary, and paid employment places provided. If numbers are expected to increase over time, please give estimates of the predicted increases and of the particular timescales involved.</p>

The station will have 3.5 FTE paid staff by launch. There will be a plan to increase this if appropriate and funding permits. In quarter 1 / 09 we will have 40 volunteers this will increase to 120 by launch date. All of these will receive training to a minimum standard (which includes a range of skills).

We will then have the capacity to take on up to 10 new volunteers a month

End of Q2 / 09 (launch)	120 people
End of Q3/ 09	150 people
End of Q4/ 09	180 people
End of Q1/ 09	210 people
End of Q2/ 09	240 people
End of Q3/ 09	270 people

The above shows number of people trained to work with us, and does not account for any 'turnover', so it's unlikely that we would have 270 people working with us at any one time.

8.4 Target Audience (*Mandatory social gain objective*). Explain how you have identified your target audience(s) (defined in Section six) as including individuals "who are otherwise underserved" (in terms of broadcasting services) and explain what appropriate radio programming you intend to provide.

The target audience of Gaydio is people who identify as lesbian, gay, bisexual or transgender, from any background or age. Unlike race or other more physical factors (like income or geographic location), it is very difficult to have a distinguishing factor for this group of people other than self-identification.

Manchester is often regarded as having a large concentration of LGBT citizens and there are growing numbers of support networks which reflects this. However, the community is far from served in terms of radio services. The community is served by printed publications such as 'Out North West' and 'Hot Village' magazine, but as a rule, access to these informative publications are restricted to those who access its distribution venues. One of the benefits of a radio service will be the ability to reach those who are discovering their sexuality, scared of coming out or those who are unable to or unwilling to access the commercially driven gay scene.

Currently, radio provision for the LGBT community in our coverage area is limited to a weekly hour-long programme on BBC Radio Manchester.

We believe that the people who would be most underserved within this target group are transgendered people (who are rarely shown in a positive light in the media), and those who are considered 'non-scene' goers, such as older and younger LGBT people. We will make sure their needs are particularly served by targeting them directly in our recruitment drives. We will also ensure we have music that appeals to them and by providing frank, open and honest discussion that truly reflects and promotes their life experiences. We will ensure presence from all of these underserved groups in our steering groups.

8.5 Discussion and opinion (*Mandatory social gain objective*). Explain how your proposed service will "facilitate discussion and the expression of opinion".

There will be many ways in which the station will facilitate discussion and expression with the local LGBT community and this will be a combination of on and off air methods. We hope to further develop our website to encourage people to have their say regarding on air topics and welcome their opinions of the output. Interactive services such as text messaging and email have proved extremely popular in previous broadcasts. We will also look to develop phone-in formats such as that trialled with Greater Manchester Police during previous broadcasts.

One of Gaydio's aims is 'to promote Manchester's LGBT community, creating awareness and challenging homophobia and homophobic practices'. This ethos will run throughout all of our programming. Gaydio will be unbiased in its opinions but will welcome its audience to challenge things that are perceived as homophobic through on air discussion.

News and discussion about topical and relevant issues that affect LGBT people will feature heavily throughout our core broadcasting hours. Examples from trial broadcasts include:

- Reaction to breaking news relating to the community (we covered the death of Gary Frisch the founder of popular gay website Gaydar and that of Tony Wilson whose nightclub hosted one of the first LGBT club nights in Manchester).
- Debate and discussion about a new apartment development in Manchester's Gay Village.
- Provided extensive, rolling coverage of the Manchester Pride 2006 and 2007 festivals.
- Broadcast the HIV Vigil live (an event attracting several thousand people each year) and combined it with debate on the subject, such as practicing safe sex, the advent of combination therapy and criminalisation of transmitting HIV.
- We provided a forum for debate on the future of the Manchester Gay Pride festival and included interviews with the pride organisation as well as a group holding their own 'alternative pride'.

<p>8.6 Education and Training (<i>Mandatory social gain objective</i>). Explain how you propose to provide "education [and /] or training to individuals not employed by the person providing the service" [/your organisation].</p>

Gaydio has a proven track record in offering education and training to its volunteers. A good case study would be David Murat who joined Gaydio's first RSL as an unemployed volunteer without any previous experience in the radio industry. He began by assisting our afternoon show by welcoming guests to the studio and other non-broadcast activities. For our World AIDS day broadcast, after developing the necessary skills to book guests, drive the mixing desk and edit pre-recorded features, David produced a two hour talk programme. Our second RSL broadcast gave him the opportunity to further develop his skills, producing a two hour daily show with numerous guests from the community. David's new skills and passion for community radio have been put to use after he joined the staff of Wythenshawe FM as Volunteer Coordinator in 2007. As a volunteer producer at Gaydio, he worked closely with the Programme Controller developing and trialling new production techniques.

David is just one example of a number of volunteers who have gone on to gain professional experience after completing training at Gaydio. Programme Controller

Toby Whitehouse is now a freelance radio producer and Gaydio's breakfast show hosts have recently been given a show on a local radio station.

Our approach to training was initially informal and this has developed with each RSL. The collective experience of the volunteer broadcasters is extremely beneficial for 'trickle-down' learning and we will often match an experienced presenter with a budding producer or the reverse in order to offer the best possible transfer of knowledge and enthusiasm between volunteers. We hope to continue this tradition of pooling experience alongside introducing a formal process for training.

Head of Media, Music and Performance at The University of Salford, Professor John Mundy, has demonstrated the University's support of Gaydio and we are negotiating how we can formalise this relationship. The department is the oldest-established media school amongst the North West's universities and has a long history of co-operation and links with broadcasting organisations throughout the region. Professor Mundy believes that as new "community of interest" station, Gaydio will add to the media mix in the area and could prove a valuable addition to the communications industry here. We will be developing opportunities for the University to providing some training – including instruction on computerised playout systems, digital mixing desks and digital portable recorders. It is this training that we hope will offer an element of accreditation to volunteers which will complement the production and presentation training offered in house at Gaydio.

<p>8.7 Community Understanding and Links (<i>Mandatory social gain objective</i>). How do you propose to build a "better understanding of your target community and strengthen links within it?"</p>

The LGBT community in the UK is to some degree 'quite new' and still emerging as only 40 years ago homosexuality was still a criminal offence and trans people were considered social outcasts. Whilst today it is true to say, certainly in terms of legislation, that there is a lot more acceptance of the LGBT community, there still exists a significant amount of prejudice and homophobia. This has been demonstrated in Manchester recently with the rise of homophobic incidents and the response of the public authority's proposal to make homophobic behaviours a criminal offence. Gaydio would work to address some of this prejudice by demonstrating to the wider community, through both on air and off air activities that there is a group of LGBT people with a lot to offer in the city of Manchester.

It is important that the LGBT community is recognised by the wider community and that it is seen to be recognised by the authorities that govern this country. Whilst provision is still seen to be unavailable, using here the example of radio, it is easy to believe that this community is unimportant, that it does not exist or that one day it may 'go away'. Gaydio has attracted non-LGBT media attention and hopes to continue to develop this through obtaining a license to broadcast full time. As the LGBT community develops its own services that are seen to be in the public spotlight alongside other, mainstream services it need no longer remain underrepresented. Moreover, it is important that the community gets the opportunity to express itself through real voices and true stories rather than the portrayal of half painted stereotypes in the mass media. In addition, by working closely with the University of Salford we hope to encourage tolerance and understanding of the LGBT community by encouraging its students and their friends to work with our volunteers on sharing production skills and opportunities.

In terms of building links within the community, radio is unique in its ability to reach out further into the community than any of the current printed or online LGBT media. It is live and reactive, a personal medium in which your voice can be heard by the rest of your community by merely picking up the phone. This certainly has been our experience by the number of people that have said to us that our RSL broadcasts have made them feel a stronger part of the community. It is true also to say that much of the new legislation concerning the LGBT community is not known or understood by the individuals for which it is designed. Gaydio has demonstrated its ability to create awareness of new legislation and to offer individuals a better understanding of how this affects their lives.

There are around 40 LGBT groups in Manchester, including sports groups (Front Runners Running Club and Village Manchester Football Club), health service providers (LGF, Body Positive, George House Trust), social groups and support networks (LGBT art class, Black LGBT group and Icebreakers). Since our first broadcast we have worked hard to provide an outlet for these organisations, who get very few opportunities for representation, particularly in this media. Comments we have received include:

“Thanks for inviting the register Office onto your show once again. We are always happy to come along and talk to your listeners about arranging Civil Partnerships”.

Manchester Registry Office talking about Civil Partnerships

“Hi all at Gaydio! We would just like to thank you for allowing us the opportunity to come on to your show. You made us feel very relaxed and extremely welcome. As you know we were a bag of nerves when we came to the studio, both yourself and Brian really made us feel relaxed and part of your show, thank you. Hopefully one day Gaydio will be on air full time!!!”.

Manchester Victim Support talking about their LGBT service

“Thanks for the great interview on Saturday - we both thought you were very skilled and it was so easy! Thank you for your support of the community and especially our lovely chorus!”.

Manchester Lesbian and Gay Chorus

“Pleasure to have been invited in to Brian's show yesterday. Keep up the great work you Gaydio lot! Remember that if you're living with HIV in the North West and need some support or advice contact George House Trust on 0161 274 4499”.

George House Trust (HIV charity)

“It was good to be invited on Brian's show to talk about adoption, meeting the other guests was an education too. Looking forward to returning but meanwhile if anyone has adoption queries get in touch at info@manchesteradoption.com or ring on 0161 773 0973”.

Manchester adoption service talking about LGBT adoption

“Gaydio provided the perfect additional opportunity for Greater Manchester Police to contact the LGBT population within the city (and beyond). Community Focus [Gaydios afternoon show] allowed us to not only deal with Serious Issues listeners may have had, but some of the more day-to-day situations also arising”.

PC Sam Tennant , Greater Mcr Police after talking on our afternoon show

8.8 Additional social gain objectives. The Community Radio Order 2004 includes a (non-exclusive) list of additional 'objectives of a social nature'. These include:

- (a) the delivery of services provided by local authorities and other services of a social nature and the increasing, and wider dissemination, of knowledge about those services and about local amenities;
- (b) the promotion of economic development and of social enterprises;
- (c) the promotion of employment;
- (d) the provision of opportunities for the gaining of work experience;
- (e) the promotion of social inclusion;
- (f) the promotion of cultural and linguistic diversity;
- (g) the promotion of civic participation and volunteering.

Please include here details of any other ways in which your station intends to deliver social gain (these may be related and / or unrelated to the above).

a) We have previously worked with public sector organisations such as GMP to advertise their services and many charity organisations such as The Lesbian and Gay Foundation have welcomed the opportunity to promote details about their services such as the outreach clinic and helpline. Manchester City Council actively supports our application and we have promoted on their behalf events such as the LGBT Jobs Fair. It is possible that service level agreements could provide an avenue of income for the station.

b) As with our trial broadcasts, we anticipate that Gaydio shall attract a great deal of publicity on a local national level. We have recently incorporated as a social enterprise (community interest company) and will be proud to promote our successes that this legal entity will facilitate.

c) It is the intention of the station to offer three and a half full time posts by the launch. These are new jobs that will not be created without a license being awarded. In the long term, we hope to grow the number of posts.

d) One of the core principles of the station is offering work experience opportunities to members of the community (although we will target them we will have always operated an equal opportunities policy). Many people in the LGBT community feel excluded from mainstream opportunities, both due to sexual orientation but also due to a combination of other factors such as age or race. Not only will the station offer these opportunities but we will ensure that they follow a development plan that aims to improve a range of skills (not just radio skills). We also hope to develop better relationships with commercial radio so we have a route to work in the radio industry. This has already been demonstrated at BBC Radio Manchester where several of our presenters have gone on to do paid and unpaid work with the station. The work experience gained by one unemployed individual allowed him to go on to become

(paid) Volunteer Coordinator for Wythenshawe FM having gained all of his radio experience through Gaydio.

e) It is important that the station is inclusive as well as targeting a specific community. We will achieve this by making sure that Gaydio reflects what is going on wider in the city and not just focusing on LGBT events. Of course, LGBT people should feel included in non-LGBT events and services. We will also develop a marketing and promotions plan that encompasses many different types of media, ensuring that we are represented and viewed as an integral part of the city. Of course it is also important that our output is inclusive to LGBT persons that for whatever reason feel excluded by or distanced from the largely commercially orientated gay scene. We will aim to reach out to these people as much as those that are already engaged with the community. We will work with The University of Salford to encourage its students to engage with volunteer activity at Gaydio.

f) The LGBT community is culturally extremely diverse. However, the gay scene is somewhat dominated by white males. We will work hard to reach out to females and individuals from diverse ethnic backgrounds. This is an important element of our process as we wish to reflect and appeal to the LGBT community in its entirety. In our trials, we encouraged the involvement of and actively targeted the lesbian community. This was represented throughout our programming, highlighted particularly at breakfast which was presented by a gay man and a lesbian woman. In our most recent RSL, our high profile, black drive time presenter Rowetta was heavily promoted to demonstrate our commitment to include volunteers from a variety of ethnic backgrounds. We are actively seeking two additional board members to make our board membership more representative.

g) Whilst we shall employ staff, the lifeblood of Gaydio has always been and will continue to be its volunteers. Not only have our volunteers engaged with producing radio for their community, they have also become involved in activity that they might previously have dismissed. For example, a number of our volunteers acted as stewards for the trans festival, Sparkle. We will continue to develop opportunities for volunteers to become involved in activity that is not limited to producing radio.

8.9 Other (broadcast) Community Radio Objectives. Please outline any other on-air community activities of your station, and describe how you will develop and deliver each of these.

We want to make sure that Gaydio not only provides coverage of LGBT events, but have a LGBT slant on events that are taking place across Manchester. To this effect we hope to develop our relationships and make sure that Gaydio is a much of a reflection of the city as it is the LGBT community. We will do this, for example, by reflecting on city wide events such as sporting events, Black History Month, Chinese New Year, Eid etc and by working with LGBT people that also belong to these communities, to reflect this in our programming.

8.10 Other (non-broadcast) Community Activities. Please provide details of any other community involvement that your organisation will have, aside from the provision of sound broadcast services. This section would include linkages with other community bodies, the promotion of community events etc.

We would provide coverage for any community event and have actively done so in the past. This may include coverage on our website, or by providing support or resources. For example, our support of the trans festival Sparkle which took place whilst we were off air included providing marshals and technical assistance. We assisted Pride Games with the programming of their festival hub in Sackville Gardens and would continue to offer support and resources wherever we can to such groups. Our February 07 broadcast also coincided with LGBT history month, which we featured in much of our programming but culminated with us burying a time casual filled with items donated by the community reflecting LGBT life in 2007.

<p>8.11 <i>Other Information.</i> Please use this space to highlight any other activities of your group which you feel are relevant to the delivery of 'social gain' by your proposed service.</p>

In addition to maintaining our own service, Gaydio has been responsible for encouraging the development of others. For example, whilst we were off air in November, the newly formed Red and Wild Festival approached us in regards to providing coverage of their events surrounding World AIDS Day. We were able to provide a day of programmes for BBC Radio Manchester to cater for this demand and assisted in the raising of funds for Operation Fundraiser which distributes its monies to LGBT organisations and HIV/AIDS groups. Although we cannot provide direct financial support, we hope that we would continue to be able to contribute towards the economic growth of such organisations through promotional activities both on air and off air.

SECTION NINE: Ensuring Accountability.

Section 105(1)(f) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make in order to ensure its accountability to the relevant community in respect of the provision of the proposed service.

9.1 Accountability. Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can make contact with your service and influence its operation. Please also explain how suggestions and criticisms from members of your target community (or communities) would be considered and acted upon.

The main mechanisms for accountability rest with the board. The board has been established with individuals who have a broad range of skills, experiences and contacts both in radio and the commercial, public and charity sectors to ensure that the station is well managed. All of the current board members within their paid employment comply with the Nolan Principles governing public life and these principles will be applied to their roles within Gaydio. All decisions that affect the way the station operates will be presented to the board at their monthly meetings and agreed by a majority vote. There are currently five board members and we hope to increase that to the optimum of seven before going on air. The board have begun the process of establishing clear corporate governance parameters to the organisation and clear lines of delegated authority will be imposed upon the executive directors when carrying out their duties, with a robust decision making framework put in place and regularly reviewed. The board will introduce a performance management system with regular reports produced for the board and for wider community dissemination. The board will also ensure that a well publicised and accessible complaints procedure will be put in place with a monthly report on the nature and progress of complaints submitted to the board.

One of the earliest priorities of the board will be the development and implementation of a meaningful Stakeholder Involvement and Engagement Strategy. It is Gaydio's intention to encourage both formal and informal involvement with the station and the development of both its on-air as well as off-air services. Gaydio prides itself on its current accessibility, providing listeners and members of the target communities with direct opportunities to influence content and direction of the station. The board are clear that it wants to build on this reputation with a wide range of mechanisms to enable community ownership of this unique station.

One of the main mechanisms for ensuring operational accountability will be via the steering group. Whilst this group will not be directly responsible for making operational decisions, they will make recommendations to the board as and when necessary. The steering group will consist of 10 to 15 people, including at least one paid employee, three volunteers and three listeners. Gaydio will also ensure that there is an appropriate mix of genders and ethnicities, as well as people with different sexual orientations (i.e. a gay man, a lesbian, someone who identifies as bisexual and a transgender or transexual person). People on the steering group will meet once a month and 'terms of office' will be determined as part of the establishment of this group. Ultimately, the station manager will ensure the facilitation of this group and will take responsibility for its successful development. In turn, the station manager will be directly accountable to the board for this initiative.

In addition to requiring Ofcom to take into account the various elements of the Broadcasting Act 1990 as set out above, the Community Radio Order 2004 sets out a number of 'Community Radio Characteristics' which Community Radio Licence holders need to ensure their services conform to. Most of these characteristics are covered in greater detail by aspects of various selection criteria (Sections 105(1)(a – f) of the Broadcasting Act 1990). However, one of these characteristics, related to accountability, is additional to the requirements of the selection criteria such that Ofcom requires specific information as to how it would be complied with.

9.2 (*Community Radio characteristic*) How do you propose to ensure that provide members of your community with "opportunities to participate in the operation and management of the service"? This section covers the involvement of members of the target community in the activities of the community radio station and provisions in place to ensure that members of the target community can influence the development of its services.

The main way in which this will happen is via the steering group. Every volunteer will be made aware of this as an opportunity and invited to join the panel. They will also be made aware of the process to get any thoughts or ideas discussed by the group and notes will be made available to all afterwards.

We will also be encouraging our volunteers with good a good understanding of the systems or a background in radio broadcasting to become mentors to new people joining the group. This will ensure that all volunteers have the opportunity to develop additional skills and a place to seek help as well as the more formalised training.

We have already identified a likely team off paid staff and board members for the first phase of operation due to their skills and experience. Should any further vacancies arise, we will offer an open recruitment process encouraging volunteers and members of the community to apply for these roles.

SECTION TEN: Access To and Training In the Use of Facilities.

Section 105(1)(g) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make to allow for access by members of the relevant community to the facilities to be used for the provision of the service and for their training in the use of those facilities.

10.1 Facilities - Access and Training. Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities and receive training in their use.

All individuals wishing to volunteer with Gaydio will follow a structured, formal training course that will be developed by the Programme Controller and Volunteer Coordinator through consultation with the steering group and board.

Day to day training will be provided in-house by the Volunteer Coordinator and this will take place in our second studio which is dedicated to training and production. Volunteers will follow a comprehensive training scheme covering aspects of radio broadcasting from recording and editing audio through to broadcast journalism and advanced production. We will offer accredited training through the University of Salford and will also make use of their facilities. In addition to these two training strands, we will offer volunteers the opportunity to participate in courses such as BBC Radio Manchester's anticipated Community Radio Bootcamp. The Programme Controller will also be involved in training volunteers largely concentrating on presentation techniques. In time, we hope to put further resources into this area should funds become available such as inviting guest practitioners and recruiting additional staffing.

DECLARATION:

Applicants are required to answer the following question:

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

- a) the applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143(5) of the Broadcasting Act 1996 (relating to political objects);
- b) no director or person concerned directly or indirectly in the management of the company or the applicant group is the subject of a disqualification order as defined by section 145(1) of the Broadcasting Act 1996;
- c) no person involved in the application has been convicted within the past five years of an unlicensed broadcasting offence and that the applicant will do all it can to ensure that no person so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of a radio station if the applicant is granted a licence; and
- d) all matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in the application are fit and proper persons to participate in a radio licence have been made known to Ofcom?

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.

Signed:

Name (BLOCK CAPITALS): IAN WALLACE

Indicate below the items of additional documentation which are included as part of this application:

Company Memorandum & Articles of Association	[Yes] (<i>These must be provided.</i>)
Certificate of Incorporation	[No] (<i>This must be provided.</i>) This will follow as soon as received
Map Showing Proposed Transmitter site	[Yes] (<i>This must be provided.</i>) See section 5 above
Map Showing Desired Coverage	[Yes] (<i>This must be provided.</i>) See section 5 above
Photograph(s) of proposed transmitter site	[Yes] (<i>These must be provided.</i>) See section 5 above

Antenna pattern information	[No] (<i>Delete as appropriate.</i>)
Evidence of demand and / or support	[Yes] (Appendix 1) See separate document
Separate Confidential Sections of Application	[Yes] (Appendix 2) See separate document

Others Documents and Information included with this application (please provide details below).

None

Please indicate the payment method. Including the following information:
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I hereby apply to Ofcom for the grant of a Community Radio Licence for

Gaydio Community Interest Company

and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct. I confirm that I have completed this form as completely as possible and that I have attached / sent any required additional documentation, together with the non-returnable application fee of £600.00

Name: (Block Capitals):	Ian Wallace
Position:	Executive Director
Date:	29 October 2007
Signed	

When you have completed, checked and signed you application as required, please send it, together with any additional information and the required payment, to Ofcom, following the instructions set out at the beginning of this document.

Please make sure you keep a copy of this form for your records.

==ENDS==