



Community Radio Licence Application Form (2006/07)

Uckfield FM

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.

Uckfield FM will be a truly local, non profit making, radio station run mostly by volunteers providing a community radio station for Uckfield and the surrounding satellite villages that make up this community in the heart of East Sussex. The station will belong to the community and provide a means of access to the airwaves for local groups, individuals, societies and musicians, as well as providing media and other training for all age groups. Uckfield FM will be the voice of, and sounding board for, the local community and enhance the success it has already achieved in its RSL broadcasts.

Please continue to Section Two on next page

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

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 If the details we hold are out of date we may not be able to complete the assessment of your application which could result in its rejection.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.)

Uckfield FM (Name will reflect frequency allocated e.g. 87.9 Uckfield FM)

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.)

Mike Skinner

Public Contact Address. [You *must* include an accurate postcode]

The Studio
Upper Barn
Bird-in-Eye Farm
Framfield Road
Uckfield
TN22 2HA

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

Phone Number: 01825 768913

Mobile Number: 07894 725420

E-mail address: chairman@uckfieldfm.co.uk

Web-site: www.uckfieldfm.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.)

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.)

Is the above address:

The main address of your organisation?	Yes
The registered office of your organisation?	No
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.

A Company Limited by Guarantee

Please provide your company name.

Uckfield Community Radio Ltd

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.)

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).

7th December 2007

Please provide your company registration number (if available).

6448025

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).

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.

Michael Skinner

Gary King

For each Director, please provide the following information:

3.2 Name of Director (or Member).

Michael John Skinner

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Supervisor (soon to be part-time in order to concentrate on Uckfield FM)
Sussex Police

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

Former Police Officer with Sussex Police at managerial level
Former Director and Trustee of Hospital Broadcasting Association
Member of Mid-Downs Hospital Radio in Haywards Heath
Member of Uckfield Chamber of Commerce
Member of organising committee for Uckfield Late Night Shopping
Member of the Uckfield Regeneration Partnership
Manager of Mid-Downs Hospital Radio's AM Project (2001)
Former Director of Dolphin FM Limited (Applicant for Mid-Sussex Licence 2000)
Member of CSR (Central Sussex Radio committee)
Several RSL's carried out in Mid Sussex.
One RSL for Hospital Broadcasting at Coventry
Co-Founder and Chairman of Uckfield FM (7 RSL's from 2003 to present)
Former Public Relations Manager for Hospital Broadcasting Association
Former Sales and Advertising Executive for Hospital Broadcasting Association.

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

Chairman, head of sales, presenter and administrator.

3.2 Name of Director (or Member).

Gary King

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Senior Media Sales Advisor,
Mid-Sussex Times

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

Extensive knowledge of programming and presenting on local radio stations and advertising experience in all areas.
Former member of Mid-Downs Hospital Radio, Haywards Heath (1986-2004)
Former member of Hospital Radio Crawley, Crawley (2004-2006)
Former Trustee of Hospital Broadcasting Association as Regional Representative & Head of Advertising.
Programme Controller of Central Sussex Radio (RSL 1994-1997)
Programme Controller of Regency FM (RSL 1997)
Programme Controller of Mid-Downs Radio FM (RSL 1997)
Former Director of Dolphin FM Limited (Applicant for Mid-Sussex Licence 2000)
Project Manager of Mid-Downs Hospital Radio's AM Project (2001)
Presenter with Susy Radio (RSL 1997-2003)
Co-Founder and Programme Controller of Uckfield FM (RSL 2003-Present)
Weekend Editor & Broadcaster with Trafficlink

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

Head of Programming, Trustee, Presenter and Administrator.

3.2 Name of Trustee (non executive)

Nicky Burren

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Consultant

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

Secretary of Uckfield FM
Production Manager - Mid Downs Hospital Radio, Haywards Heath
Formerly Treasurer of Mid Downs Hospital Radio, Haywards Heath
Produced Kairens Kemps Show on Radio Reverb for 6 months,
Produced The Rock and Blues show on Uckfield FM – 2005
Produced The Album Chart Show on Uckfield FM – 2006
Breakfast Show Producer Uckfield FM 2007 onwards
Planning and setting up of Outside Events for Uckfield FM,

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

Secretary, presenter and administrator.

3.2 Name of Trustee (Non Executive)

Michael Ziolek

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Business Development Manager
Howard Smith Paper Group

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

Former Presenter on Radio Dulwich & St Francis (Hospital Radio)
Former Member of the IBA (Independent Broadcasting Authority) Local Advisory Committee for Independent Radio in London
Co founder, Chairman & Presenter – Bromley Hospital Radio.
Former Presenter, Bromley Local Radio
Former Governor, Kelsey Park School, Beckenham.
Former Governor, Harlands CP School, Uckfield.
Former Town Councillor, Uckfield Town Council.
Vice president, Uckfield Bonfire & Carnival Association
Former Chairman, Uckfield & District Volunteer Bureau
Chairman of Governors, Uckfield Community Technology College
Head of Outside Events & Broadcasts & Presenter, Uckfield FM
Fundraising activities for many local organisations

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

Head of Facilities, Outside Events, Presenter and administrator

3.2 Name of Trustee (Non Executive)

Phil Moon

3.3 Contact Address

Other contact details as applicable:

3.4 Other Employment.

Parish Council Clerk and Responsible Financial Officer

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

Chief Executive – Hospital Broadcasting Association
Former Sports Editor and presenter – Sovereign Radio
Participant in 7 previous RSLs for 4 different organisations

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

Head of Finance, Presenter and administrator.

PLEASE REPEAT QUESTIONS 3.2 – 3.6 FOR EACH DIRECTOR OF THE APPLICANT GROUP

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.

Not applicable

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.

None

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.

None

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.

Uckfield FM has successfully organised six RSLs of 4 - week duration from 2003 to 2008 inclusive to support the Uckfield Festival, which is held annually in the summer. It has also arranged a 3 week RSL at Christmas 2007 to support the businesses in the town during the period leading up to Christmas and has been granted a licence to broadcast a similar 3-week RSL at Christmas 2008.

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

Uckfield Community Radio Limited is an active member of the following organisations and groups:-

1. Uckfield Chamber of Commerce.
2. Community Media Association.
3. Uckfield Regeneration Partnership.
4. Uckfield Country (a website dedicated to the promotion of activities in the Wealden area)
5. Uckfield Volunteer and Information Centre.

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.

Please continue to Section Four on next page.

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.

Uckfield FM was founded in the summer of 2002 when it was identified that the annual Uckfield Festival needed a local broadcasting medium to complement its success.

The first challenge for the group was to find a home and thanks to a local business it moved into the Picture House, a cinema in the heart of the town.

Due to the overwhelming success of the first broadcast, further RSLs in the summer of 2004, 2005 and 2006 were organised.

As the group was growing in membership it was decided that more permanent premises where training and other events could take place were needed.

In April 2007, Uckfield FM moved to its present location when a more permanent studio was built in time for the summer 2007 broadcast. The summer 2008 RSL was the group's most successful with over 45 companies and businesses taking part and over 50 volunteers presenting programmes, reporting news and assisting with a very active outside events programme.

In December 2007, the group formed a company limited by guarantee to protect the interests of the organisation as identified by the trustees and the first Christmas broadcast was presented.

Uckfield FM has also been granted a licence to broadcast for Christmas 2008. It is now part of the organising committee for Late Night Shopping and during this the station will again present a stage show for local junior school children, an event which was popular in 2007.

The group has strong and active links with, but is independent from, the following groups in Uckfield:

- Uckfield Chamber of Commerce (with over 180 active business members)
- Uckfield Regeneration Partnership
- Uckfield Town Council
- Uckfield Festival Committee
- Uckfield Late Night Shopping
- Uckfield Volunteer and Information Centre
- The Wealden Skills Centre
- Uckfield Community and Technical College

4.2 What broadcasting experience does your group have?

The members of Uckfield FM have a great deal of broadcasting experience. Both directors, Mike Skinner and Gary King, started off their radio experience in Hospital Radio. Since that time they have both been involved in local radio in Mid Sussex both with Central Sussex Radio (now Bright FM) and independently as Dolphin FM when the Mid Sussex bid was announced. Since that time both have been involved at management level of the Hospital Broadcasting Association, in Public Relations and Sales and Advertising.

Both are presenters in their own right on all the previous RSLs that have been broadcast by Uckfield FM, and others prior to this.

Several of our members have been professional broadcasters and they bring a wealth of experience to the group with advice and guidance.

The management team of Uckfield FM has broadcasting and other managerial experience outside radio, which brings relevant experience and skills to the group.

The majority of our members have been or are members of Hospital Radio stations and also bring extra skills which will assist the running of Uckfield FM

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).

NO

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

[Not applicable].

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.

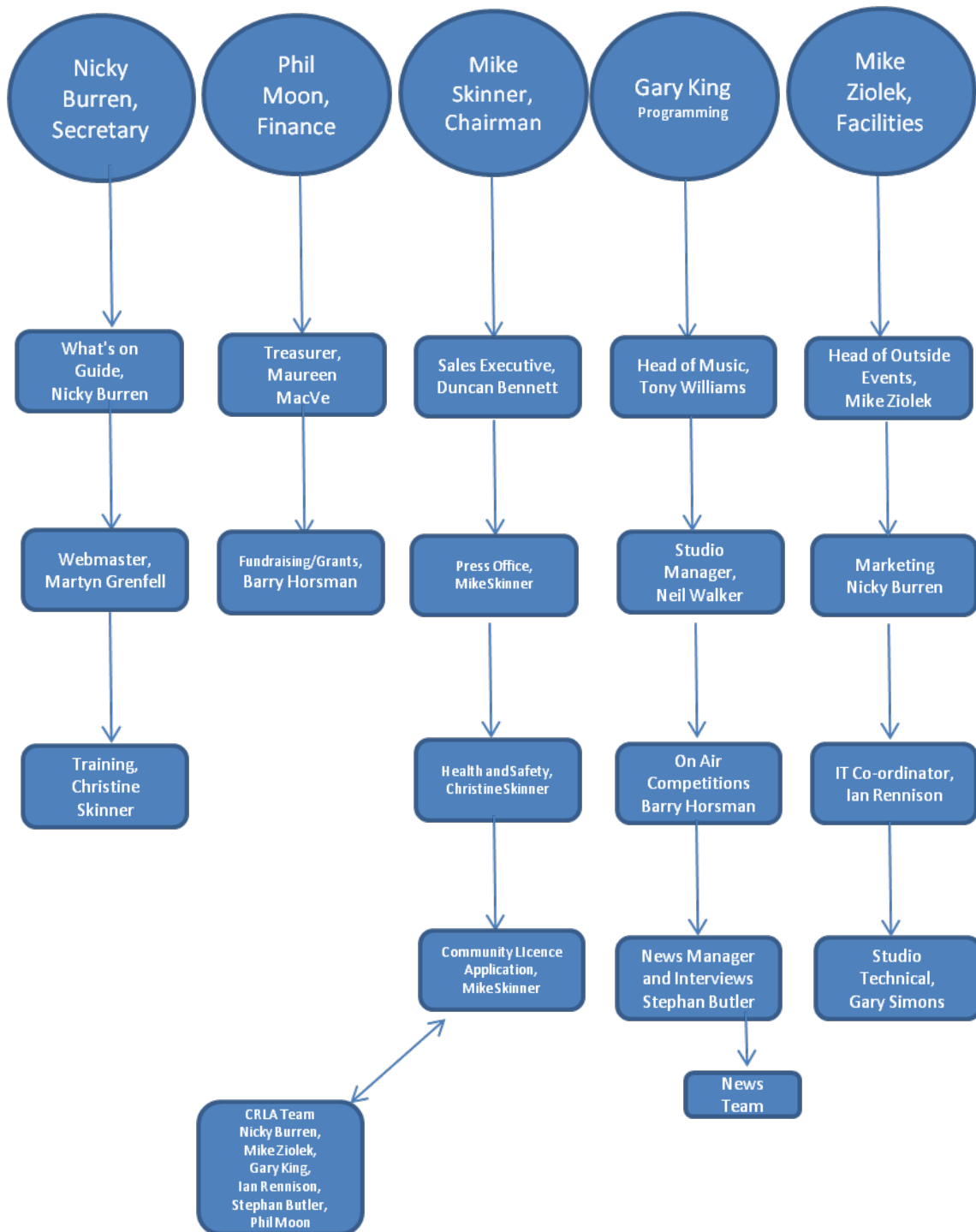
Uckfield FM has carried out seven RSLs of which 6 have been of 4 week duration in the summer and 1 x 3 week RSL pre-Christmas in 2007.

One of our current day-time presenters, Jon Royle, has vast experience in all levels of radio, including previous ownership of a local radio station and Head of News for Mercury FM. Another regular presenter, Eugene Sully – a previous finalist in Big Brother – is currently a presenter on an Edinburgh FM station and has experience in the BBC Engineering Department.

All the management team have long experience of RSLs and Hospital Radio across the area.

Most other participants have experience in RSLs, hospital broadcasting or both.

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.



Directors of Uckfield Community Radio Ltd:-

Mike Skinner
Gary King

Senior Management Team

Mike Skinner – Chairman, head of sales, presenter and administrator (voluntary)
Gary King – Vice Chairman, Head of Programming, presenter, administrator (voluntary),
Nicky Burren – Secretary, presenter, administrator. (Voluntary)
Mike Ziolek – Head of Facilities, Outside Events, Presenter and Administrator.
(voluntary)
Phil Moon – Head of Finance, Presenter, Administrator. (Voluntary)

Posts will be part time and voluntary and are expected to amount to approximately 20 hours per person per week.

Uckfield FM Independent Listener Panel. This will operate from Christmas 2008, meeting quarterly and will be comprised of independent members of the community who will comment and advise on the output of the station.

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.

None of the roles within Uckfield FM are currently paid or intended to be paid and are all part time and voluntary.

Mike Skinner – Chairman and Head of Sales. Partially retired and will ensure that the station runs smoothly. As chairman is the main contact with organisations within the town and maintains regular contact.
20 hrs voluntary per week.

Gary King – Vice Chairman and Head of Programming. Deputises for the Chairman and is also active in the community in order to ensure that the organisation remains its high profile all year round.
10 hours per week

Phil Moon – Head of Finance and member of Senior Management Team – Responsible for the overall supervision of the finance of the station and prepares the applications for grants. Also ensures that expenditure of the funds is correctly authorised and recorded.
10 hours per week

Nicky Burren – Membership Secretary – Responsible for the records of the members of the station, including presenters, news team, outside events team and local supporters who have signed up to receive newsletters. Also maintains a list of contacts in the schools, churches and other voluntary organisations.
8 hours a week when not on air, increasing to 25 when on air.

Mike Ziolek – Head of Facilities and Outside Events – oversees the premises and studio to ensure they are in a good state of repair for broadcasts. Also responsible for arranging all outside events whether on air or not.
10 hours per week.

Duncan Bennett – Sales Executive – Responsible for selling the station to local businesses and companies, promoting new business and securing finance via sponsorship and on-air advertising.
4 hours per week when not on air.

Maureen Macve – Head of Accounts – the book keeper of the group, making sure that accounts are up to date, accurate and supplying senior management team with up to date financial information as required.
4 hours per week

Ian Rennison – Head of IT – responsible for the complex information technology network of the station. The station has several systems which require regular maintenance.
4 hours per week or as required.

Gary Simons – Head of Engineering – responsible for all engineering issues relating to the studio.
4 hours per week or as required.

Stephan Butler – Head of News – Responsible for a team of news presenters and gatherers. This is an important part of the Community station, Also responsible for Whats On Guide and Interviews on the station.
10 hours per week.

Barry Horsman – Head of Fundraising – Seeks funding from local sources. Checks internet on a regular basis to see if any funding is available. Also, liaison with shop keepers in the High Street and news gatherers when on air.
10 hours per week

Christine Skinner – Training and Health & Safety Officer – uses skills from her full-time employment to develop training and liaises with training establishments to provide relevant in-house training for members. Ensures current health and safety regulations are enforced.
10 hours per week.

Regular Daytime Presenters:

Mike Ziolek
Jon Royle
Richard Lee
Mike Skinner
Neil Walker
Eugene Sully
Wendy Hiscox

All posts above are part-time and performed on a voluntary basis.

NOTE TO OFCOM: THE REMAINDER OF SECTION 4 IS SUBMITTED SEPARATELY AS A SPREADSHEET

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

This application is for an AM licence No

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.

We plan to locate our transmitter at our studios, which are situated on the upper floor of a converted barn on a farm which is located on a hill overlooking the town of Uckfield. The building is constructed of brick with a tiled pitched roof.

The building is used for commercial purposes as a small business centre with several diverse companies. There are currently no broadcast transmissions from this site apart from our own RSL services (as and when they are operating).

The owner of the building is:

Mr Peter Berry
Proprietor
Bird in Eye Farm
Framfield Road
Uckfield
TN22 5HA

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>)

TQ 484 208 (by GPS)

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:

Mr Peter Berry
Proprietor
Bird in Eye Farm
Framfield Road
Uckfield
TN22 5HA

Address and post code of proposed transmitter site:

The Studio
Upper Barn
Bird in Eye Farm
Framfield Road
Uckfield
TN22 2HA

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: We expect 'broadcast standard' coverage to a 5km radius from the site.

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 = 4 and reproduced in the appendix

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).

Appropriate Planning permission will be sought as required by the local authority.

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

17 metres

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

17 metres proposed

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

N/A

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

43 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.

25W

(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.

25W

NB. We wish to start with mixed polarization if possible, but if funds do not allow we shall add the horizontal component at a later date.

(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? N/A

If directional, then horizontal radiation diagram(s), for the horizontally polarised signal component enclosed if used? N/A

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.

Uckfield FM has engaged the services of a qualified broadcasting engineer, Martin Spencer BSc, (who currently resides in Uckfield) to ensure the transmission system is compliant with the engineering code and to carry out compliance checks from time to time if a licence is granted. A monitoring point, comprising of an EME (or similar) Directional Coupler will be fitted at a convenient point in the feed to the antenna system.

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.

- RVR TEX 150 Transmitter (150W max RF output)
- Audessence RDS PRO-1 RDS encoder

- Audessence ProCoder audio processor / encoder
- EME directional coupler

The possible requirement for bandpass filtering has been assessed and it is unlikely any additional filtering will be needed, as there are no local sources of signals in, or close to, Band-II. If necessary an Axell Wireless (AFL) bandpass filter will be used.

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.

150W

The power output, operating frequency, modulation level and output spectrum will be checked from time to time by our appointed engineer. We will ensure that the appointed engineer has all necessary test equipment such as >1GHz capable RF spectrum analyser and peak-responding modulation meter.

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?

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).

YES

Please continue to Section Six on next page.

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:

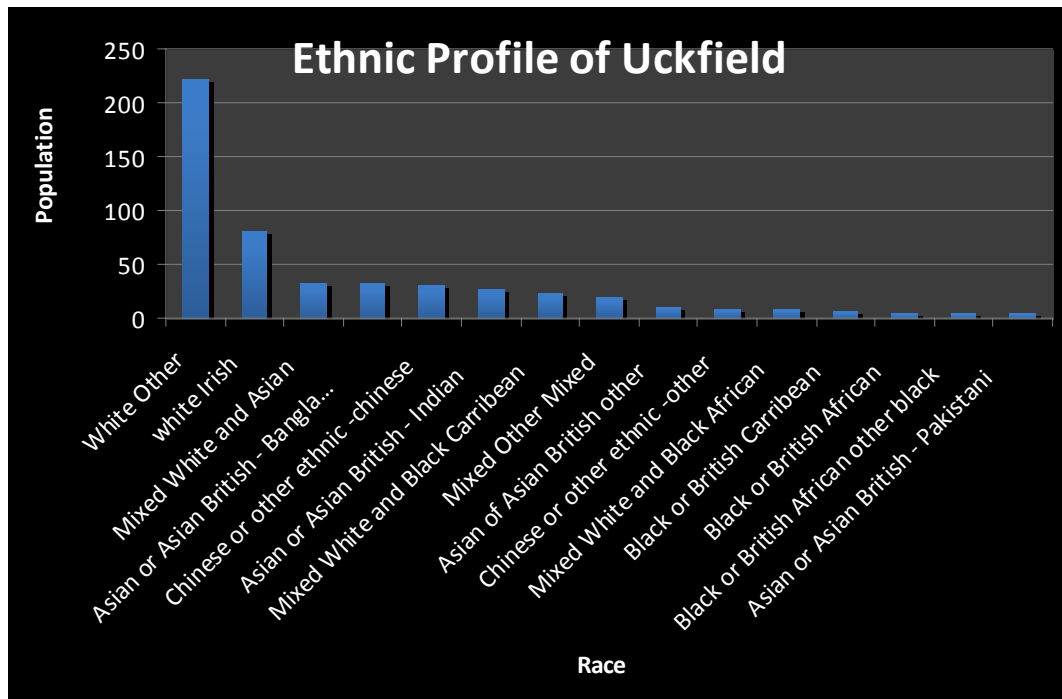
- (a) Where they live,
- (b) The size of the population concerned,
- (c) Socio-economic information (for example include details of the makeup of the population as a whole within the area to which you propose broadcasting).

Uckfield is a small market town, surrounded by a rural area of the Sussex Weald. The population of the town and associated area is in excess of 25,000 people accommodated in a wide variety of residences, including recent estates and earlier Victorian premises nearer to the centre of the town.

Uckfield is a growing town and its population derives its income from a mix of employment including small industrial estates on the periphery and also acts as a dormitory town for larger towns nearby and London. It is said that as many employees come into Uckfield daily to work as leave Uckfield to work in other areas of the country.

Under Government plans Uckfield is set to grow over the next decade. Some plans are already coming to fruition with development on green sites started. Several other areas are planned which will probably double the number of residents in the town.

There is a limited ethnic mix. People from ethnic minorities amount to some 2.2 %. Further more detailed information is below.



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 programme service will be based on an augmented version of our successful RSL format which has been tried and tested over the last six years and seven broadcasts. The format will include local news, general music programmes presented by local presenters and features of local interest. Music will also include specialist music shows.

Our format will be friendly but informative, providing the people of the town and local villages with a station on which they can rely and be entertained. As well as music from the last 50 years, the station will publicise and promote events in the area and inform listeners of any topical, local issues that may arise (for instance major flooding (a frequent occurrence), or an accident on the A22 Uckfield by-pass that would mean that traffic would be diverted through the town).

The station has prided itself on presentation by a majority of local presenters. One of the highlights of the RSL broadcasts is the *New Roots* programme which showcases local music talent.

The station is different in its approach and objectives from any other nearby radio station and will present programmes which are not heard on main stream radio.

As well as specialist music programmes, Uckfield FM will also provide programmes involving the different members of the community. "Youthoria" will be a regular programme produced and presented by members of Uckfield Community Technology College to promote events and issues that relate to young people in the town. This programme has been tried out during our early RSL broadcasts, but we will be bringing in this format on a more regular basis in the future. "Over 60" will also be a regular programme devoted to our 60+ audience, with music from the mid 60's back through to the late 40's, but will also promote and discuss issues that concern our 60+, including

financial matters, gardening, events and hobbies. "Uckfield Charity" will be a programme that will be presented by different charities groups, whereby they are invited to present a programme to promote and highlight their respective charities. Some of these programmes, will be pre-recorded and so can be repeated again at different times, to allow people to have other opportunities to hear the programme.

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.

We intend to broadcast for 24 hours each day, during which there will be a mix of live and automated programmes

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 output of Uckfield FM will be locally produced and presented. We have no plans to use programmes from other sources. Programmes will be either presented live or pre-recorded using our automation system.

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.)

News service (IRN/Sky News Radio)

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).

We propose to have a split of 70% Music, 30% Speech. This will vary from time to time, but we intend to provide speech content such as interviews, discussion programmes, and extended news & sports coverage which may be produced locally or obtained from our news provider (Sky News Radio/IRN).

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 break-down 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.)

Uckfield FM's weekday daytime output will broadcast an even mix of popular chart music from the last 50 years (approximately 50%). Evening output will contain different programmes and this will include specialist music such as Motown (5%), Local Bands (5%), Latin/Worldwide (2.5%), Jazz (2.5%), Show and Film (5%) music and other music styles of which our presenters have a keen interest and knowledge.

Weekends will contain the same popular chart music format but will also have some specialist music programmes both in the day and during the evening.

During our recent RSL broadcast we have included live harp music which was played during our weekday afternoon programme and also a live concert in full by The Drifters at the town's Civic Centre

Uckfield FM through its RSL broadcasts has regularly broadcast music based programmes away from its studio and in the local community. The town has a committed religious community, with a number of different churches in the area. Uckfield FM has broadcast church services and carol services from Holy Trinity Church in the town, both live and pre-recorded.

Over the last three years, we have broadcast part of a Jazz concert live from the local playing fields. We are committed to bringing events to our listeners, even if it's only part of the evening, to encourage people to come down to the event for the second half.

Since our first broadcast, Uckfield FM has been providing its listeners with a weekly local music programme. *New Roots* promotes local musicians and groups. We will continue this format and also expand by staging local band nights in the town, which will both promote the station and its commitment to local music.

<p>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 <u>not</u> as a percentage of speech output only.)</p>

Many programmes will feature live interviews and performance.

News: Approximately 8% (Local News Bulletins live and pre-recorded during the day/evening)

Interviews 15% (interviews with local people/organisations during mainstream programmes)

A weekly news magazine *Uckfield Reports* has been running for two RSLs and features in depth journalistic investigation into current topics in the town. So far, this year topics have included ' Flooding', 'Anti Social Behaviour' and 'The Uckfield to Lewes Railway Campaign'

Discussion/Speech Based programmes: 7% (regular evening discussion programme talking about the issues that concern the area with local councillors and organisations).

There is a very active sports programme and input from local sports teams. For instance in the past year we have had visits from the Chief Executive of Sussex Cricket, the youth development officer for Brighton and Hove Albion football club, a local female car racing driver Cath Evans, a woman representing Great Britain at this years Olympic

Games Charlotte Kerwood, young people who are representing Great Britain at Tennis and Judo Michael and Heather Stewart We encourage representatives of all types of sports to come to the studio for a discussion in order to get our listeners interested in more diverse sports. The output includes live inserts to shows of sport from around the town, including Bowls. We have contacts at many of the local sports clubs such as bowls, cricket, rugby and football. The station has a successful working relationship with the main providers of sport facilities in the area, Freedom Leisure. We would aim to set up formal links with organisations such as the Bowls Club where the age of members would approximate to our target audience.

Uckfield FM has a very close working relationship with the Uckfield Volunteer and Information Centre. A senior member of Uckfield FM attends a volunteers' lunch at least twice a year to forge links with as many local organisations as possible. On most occasions the representative is given the opportunity to give a presentation. This in turn ensures all local groups are aware of the opportunity of airtime on community radio to increase awareness and recruit.

Uckfield FM is planning live Quiz programmes to challenge various elements of the community i.e. 'Community Challenge'. This could become a feature of the town each year with reports to radio for the benefit of the whole community. The quiz format is, we believe particularly relevant to our target audience.

Other speech output will include interviews on specialist music programmes (. in our previous RSL broadcasts we have already included interviews on *Showtime* with Connie Fisher, Ruthie Henshall and local children appearing in *The Sound of Music in the West End*)and other celebrity interviews such as those with Midge Ure and BBC newsreader, John Marsh who lives locally and is an honorary member of the station,

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.).

Uckfield FM intends to use the Myriad system to provide a professional automated output if needed.

As previously mentioned Uckfield FM is planning a 24 hour local service and some programmes will not be live, however, automation will be used only when necessary. By using voice tracking techniques we can programme various music formats and have them presented by one of our presenters, rather than simply a jukebox of music playing out a random choice when we are not live. This system will primarily be used for late evening/overnight programmes, but will also be used should a presenter be unable to present their programme. The automation will broadcast hourly news bulletins and will insert appropriate advert breaks at the correct time and frequency.

The system will also be used to repeat interviews and other important speech content later in the day or night so that the maximum number of residents can benefit.

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.

English. Programming in other languages may be featured if there is a local community demand for it..

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.

Uckfield FM has proved by its successful RSLs that one of its strongest advantages is its ability to support the many local festivals and arts events that happen in the town. Each Summer since 2003 the station has supported the Uckfield Festival which is one of the most popular in the south of England. The station promotes the events at the festival in the weeks leading up to it, by interviewing organisers and participants to ensure there is a high profile when it starts. At this event the station provides the public address system and broadcasts live to the town to ensure that members of the public who cannot attend the event can feel part of it. This is especially important to residents in care homes and for those with disabilities.

Each September although not on air Uckfield FM has supported the local Carnival. At this event, which is linked to the widespread Sussex custom, bonfire societies from all over Sussex attend the town for a large procession. Members of Uckfield FM take part in the procession to assist in collection of money en route which in turn goes to worthy causes.

During last December, Uckfield FM was active in the lead up to Christmas by supporting the Late Night Shopping. It also went to the local schools to record Christmas Carols by the children which were then played out on our pre-Christmas RSL. This is very relevant to the Christmas understanding for the young people and in turn ensures high listenership of relatives and friends. We intend to repeat this during this year's Christmas RSL and, if we receive a licence, in the future.

Uckfield FM is a big supporter of local schools and will continue to attend their fetes and fairs each year to provide public address facilities and in turn raising the profile of the station. The station is welcomed into schools and early in 2008 the Chairman was invited to a local primary school to give a presentation to the whole school on radio. The provision of public address facilities at school events is sought after and many schools and groups have to be turned down as bookings in the summer are high.

This summer Uckfield FM produced the Public Address and a live broadcast from the Wealden Sports Awareness day for this area. This attracted many people to our town.

New Roots is a programme which is run and dedicated to local music talent. Since this programme has been on air in the past few years over 50 local groups or artists have been heard on radio. They are promoted and this show attracts a wide audience. This programme would continue if Uckfield FM becomes full time and ensure more local talent the opportunity to have high profile on radio.

Uckfield FM has broadcast on many occasions from the Uckfield Festival, the Uckfield Carnival, Church services and school events. We believe we are already a part of the community and that local people feel that Uckfield FM is their own local radio station to

which they can relate and enjoy. If we receive a licence we would aim further to enhance our involvement in the Community and add programmes which would appeal to our target audience, particularly towards the upper end of the age-group. This could take the form of specific programmes, say once a week maybe on the history of the area; Health issues, with local doctors; or legal issues; and input from local sports teams. This age group also likes quizzes, general knowledge etc , Local bowls clubs, or even pubs could come in (or we could broadcast from pubs live). This could be a seasonal run of programmes with a final.

Local voluntary organisations will be given considerable opportunity for airtime and it is planned to train individuals from each group to present their own programmes.

A series of short bulletins could be produced - short, punchy features that can grab the attention of those who would be interested, - with the help of the media students at the college and anyone else who is interested in making radio features.

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.

Uckfield FM has been praised by many groups & individuals in our area for its ability to bind the many groups, organisations & businesses together.

Before Uckfield FM was established it was widely felt that the Town was a little disjointed with charitable groups & other organisations finding it increasingly difficult to get their message heard by their target audience. Uckfield FM, via its RSLs & other community involvement has already had real impact. For example, many local charities, working to raise much needed funds on the Christmas Late Shopping Night in Uckfield, saw a significant boost in attendance & funds raised, because Uckfield FM championed their causes & the event itself. Last year, when we ran our first Christmas RSL the response was outstanding. Uckfield FM organised a 'live stage' where school children & other groups performed for the community at the Late Night Shopping event. Hundreds of parents attended the event for the first time & then stayed on to support the other organisations. As a result, last year's event was the most successful ever with more residents in the High Street to watch their children and thus ensuring that businesses had a much more successful evening.

In the summer of 2007 (& during our RSL) Uckfield flooded, causing significant damage & great distress to residents & businesses. Within minutes of the initial torrent,

programming was adapted to provide emergency advice & information & the Town Council began directing townsfolk to tune into Uckfield FM for the best information. As events unfolded through the day, Uckfield FM was able to reassure local people & direct services & support to those who requested it. By mid afternoon, a decision was taken to over-ride normal programming & present a live 'rolling news' & information sequence for the 4 hours of Drivetime. This was jointly broadcast from our outside broadcast unit positioned in the High Street & from our studios. Our local MP, several Councillors, the Emergency Services & a local newspaper editor contributed to a lively broadcast which was highly acclaimed & commented on for weeks afterwards.

Last Christmas (again during our RSL) a local house was badly damaged by a drunk-driver & the family virtually 'cancelled' Christmas. When local people heard about this – through Uckfield FM – they rallied round and presented the family with a generous Christmas hamper. Other practical offers of help were accepted by the family and this excellent result was possible because Uckfield FM is active in the community.

Since it's inception in 2003, Uckfield FM has always strived to be different. We have never been 'another music station' but rather a community service that plays music from many genres to complement what we do.

How are we different?

We engage the community. During the breakfast show on the RSL broadcasts, up to five different features in a 2 hour sequence are presented by members of the community. For example, Thought for The Day is presented by representatives from all the local churches. The Sports Report is delivered by sports fans & What The Papers Say (our daily look at the nationals) is fronted by a selection of local business people. This is in addition to listeners joining the programme on the phone. We even manage live music in the studio which celebrates the diversity & talent in Uckfield.

The Morning Programme has at least 2 special guests for interview daily. Contributors include local groups, organisations & charities & a lively discussion is guaranteed. Even when it's not a phone in, the presenter receives many calls from listeners.

During the afternoon, this theme continues with the emphasis on topical discussion with local people.

We have a live sports show each Saturday afternoon with live feeds from local fixtures as well as a full report on the national events.

The output includes a highly acclaimed show, celebrating new & local talent in *New Roots*. Local bands book weeks in advance to get on this programme! Other genres are also covered including show and film music in *Showtime*.

We carry Sky Radio News on the hour but we are proud of our record of local news gathering & reporting. Our locally trained news team research, write & present *Uckfield Reports* throughout each weekday morning & later in Drivetime. Additionally, in depth reports on 'hot' local topics such as the re-opening of the Uckfield to Lewes railway line, local flooding emergencies & the Uckfield economy receive high praise & are welcomed by listeners.

We believe in taking Uckfield FM out into the community and we are able to relay high quality stereo programmes from anywhere in our area. Uckfield FM is proud of its record in outside broadcasts. We have carried carol concerts from local schools & churches & live concerts from a local park. Technically, these are demanding broadcasts and to ensure the best possible sound quality, we are partnered by a local

AV company, who, without charge, provides a top quality line from the stage for us to relay the sound. Most recently, Uckfield FM broadcast a concert by The Drifters which was well received.

Once again this Christmas, we will be visiting local primary schools to record a selection of Christmas carols & other seasonal music for broadcast throughout the RSL broadcast. These features are properly scheduled so that we can advise each school when to listen! We know, because of regular feedback, that the children love the recording sessions & their families tune in to listen

Plans for the future include inter-school quizzes & a weekday evening devoted to & presented by students from the Community College.

This is what we've already achieved, albeit in limited RSL sequences. It is our intention to continue to talk with our listeners to find out what they like (& what they don't) & build on our achievements with creative programming for our community.

Uckfield is served, in commercial radio terms, only by Southern FM (based in Portslade), a regional station with a predominately music output aimed at a young age group. Uckfield lies outside the TSA's of two smaller scale commercial stations, Bright FM (currently broadcasting mainly from Worthing) and Sovereign Radio (based in Hailsham).

The area is therefore underserved in commercial radio terms, especially because the population as evidenced by the graph is predominately in the 30+ age group. We would aim to continue our policy of tailoring our output to provide a greater percentage of speech output and music aimed mainly at the 30+ age group,

Uckfield FM prides itself on mixing totally with the community, by attending all the local events it can and providing support for the Uckfield Festival, the Uckfield Carnival, the Lions and Rotary Clubs' Summer Fairs. We attend school fetes and fairs and integrate with local schools in other ways such as carol recordings and lecture to local school children on the 'History of Radio'. Uckfield FM is an active member of the Chamber of Commerce

Uckfield FM has been approached by the Wealden Skills Centre to become partners under the government 'Diploma' Scheme in Creative and Media. If their application is successful they will commence their courses in 2010 by training 14 – 16 year old students and Uckfield FM will provide major support for the training. In turn the station could benefit by using these students to contribute to their output.

The station is also working closely with the Media unit at the Uckfield Community Technical College to give students additional training and the opportunity to use professional equipment and broadcast.

Uckfield FM has also run several training courses. In summer 2007 there was a course for news readers (4 x 2-hour sessions) and there has been training for volunteers to set-up an Outside Broadcast.

Outside Broadcasts (most of them annual) have included:

- Last Night of the (Uckfield!) Proms
- Big Day Out
- Jazz on the Field
- Lions Fun Day
- Christmas Late Night Shopping
- Grand Farmers' Market

Uckfield Bonfire & Carnival Association Fun Day
Uckfield Carnival (with Uckfield Rotary Club)
Uckfield Steam Gala Day - Wealden Line Campaign
Uckfield Bonfire and Carnival Association Christmas Carol Service
Christmas Celebration (Christingle Service)
Hospital Rally (Save the DGH Campaign)
Road Safety Week Launch
Uckfield Community Fair
The Drifters live in Concert
Songs of Praise
Community Sports Festival
Scouts Fiesta Day

Please continue to Section Seven on next page.

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.

Uckfield Town Council – Mayor Cllr Louise Eastwood: ‘it has become an integral part of the local community’ ‘ the station promotes events held within the town’

Mr Charles Hendry MP for Wealden: ‘I am very impressed by the service given’ ‘I have no doubt Uckfield FM will provide an invaluable service to listeners and I very much hope the application will succeed’

Bob Lacey – Chairman of East Sussex County Council: ‘Community Radio is such an important medium, it is quite astonishing that you haven’t been granted permission yet’

Uckfield Chamber of Commerce – Francis Wallace – Chairman: ‘appreciated addition to the town’; ‘raise the towns profile’

Uckfield Volunteer and Information Centre – Sheila Charlesworth: ‘the potential for all round information to the local residents’ groups can give publicity to a wider audience’

Wealden Skills Centre – Lin Lucas – Centre Manager: ‘the station has constantly shown itself to be professionally run, providing the town with the lively and informative programming which the town otherwise lacks’

Dawson Hart Solicitors – Main sponsor of station: ‘it is really so good to see that local people enjoy listening to the station and taking part in the various shows’

Uckfield Community Technical College – Geoff Evans – Deputy Principal: ‘the local news and immediacy is very valuable to the college. When the town flooded ... the message that there was an enforced closure was broadcast and parents started to arrive to help with the evacuation’

The Uckfield Festival Committee: 'local radio currently comes to us from Burgess Hill, Brighton and Eastbourne. The sooner it becomes truly 'local' radio the better for the community of Uckfield'

Rotary Club of Uckfield: 'whenever possible they have encouraged organisations and individual members of the public to get involved with Uckfield FM, they are really dedicated people'

Sussex Police – Uckfield Commander – Inspector Richard Allum: 'It is my belief that it has improved the cohesion of the community by bringing people closer together'

Freedom Leisure – local sports providers: 'We have had excellent feedback from our campaigns' 'really benefits from the local nature of this radio station and such we have been able to get right into the heart of the community'

Harlands Primary School: 'FM radio enables the children to celebrate their work and experiences through broadcasting which give their self esteem a huge boost'

Rocks Park Primary School –. Headteacher Chris Davey: 'One of our pupils currently receiving treatment for leukaemia also had the opportunity to visit the station and take part in a broadcast' ' Staff from the station visited the school and spoke to all the children about radio'

Kings Church – Uckfield: 'We have enjoyed working with you at important events in the town'

Uckfield Baptist Church: 'really impressed with the ongoing commitment to increase the quality and level of service you provide'

Holy Cross Church of England – The Revd Brian Wilcox: 'there is a definite need for a local voice in community radio and this has been especially apparent in the interviews [with] people involved in charitable and community activities'

Lampons – local estate agents: 'Uckfield is a bustling town that is poised for further growth'

Scarecrow Bio Acoustic Systems – long term supporters of station: 'local residents will enjoy listening to local discussions, personalities and experts – we welcome full-time Uckfield FM'

Skill IS – Long time advertisers: 'Uckfield is poorly served, not only by local radio but also by newspapers' ' filled a very important gap in media coverage in the area'

British Red Cross: 'used the summer broadcasts to publicise the work of the Red Cross with excellent results'

Brian North – Local Resident: 'Your output is absolutely local and of first class professionalism'

JR Executive Travel: 'The advertising helps enable the local businesses to reach more into the local community'

Weald Packaging Supplies Ltd: 'Uckfield is a vibrant town and needs such a vital form of communication'

Barbra Lovegrove – Uckfield Art Trail: ‘we have enjoyed your twice yearly periods of broadcasting tremendously and there is a definite sense of ownership among the people in the area’

Peter Berry – Landlord – Bird In Eye Farm: ‘they are professional not only in their broadcasting and training but also in their dealings with me’

St Wilfrids Hospice: ‘the interview time you have provided together with the promotions aired, have certainly had a positive impact in terms of support and awareness to our charitable work’

John and Gerry Whittemore – Prize Winners: ‘thank you and your colleagues at Uckfield FM for the brilliant broadcasting and wacky humour’

Pauline Dellor – Listener: ‘ It is a shame you have to restrict broadcasting to limited occasions during the year’

Kids Stuff – Local retail: You support local events such as Late Night Shopping and Festival which is a great help to us as a trader as to our local residents’

Please continue to Section Eight on next page.

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.

Uckfield FM was founded in 2002 when it was recognised that a local radio station for the town would greatly enhance the enjoyment of local festivals and arts events that are regularly held in this thriving town. Since then 7 successful RSL broadcasts have been organised and have grown in success each time with more and more support from the town's folk, the local authorities, and business, responding to the increased involvement of Uckfield FM.

Uckfield FM is a prominent member of the Uckfield Chamber of Commerce, the Uckfield Regeneration Action Group and co-organisers of the Christmas Late Night Shopping Events.

Our advisory panel will meet quarterly and will consider the quality of programming and local relevance. The panel will make sure that we continue to meet the needs of the local community, and ensure that the station meets our social gain objectives.

We will regularly consult with a wide range of stakeholders, including local government, businesses and the voluntary sector.

In addition there will be regular outreach work to ensure that we support voluntary and statutory service delivery in the local area. We recognise that interests and tastes are wide-ranging and diverse, and therefore we will actively seek the input of all sectors of the community by encouraging active membership.

Uckfield is poorly served by Southern FM with studios in Portslade and BBC Southern Counties Radio, mainly broadcasting from Guildford or Brighton. Both broadcast to large geographical areas and focus on the major urban areas in the region. These stations have very little content relating to local services and details of what is happening in the local community.

Uckfield FM will promote local identity and disseminate vital community information relevant to the people about local services.

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."*

Uckfield FM will seek further to increase social gain by:

- Providing training for as many news readers and gatherers as possible through liaison with local educational establishments.
- maintaining close links with Wealden Skills Centre which provides training in all aspects. We plan to work together on 'Diploma' for 14 – 16 year old in Creative and Media.
- Providing training for 18 potential presenters.
- Providing free placements within 12 months for members of the community who are seeking varied volunteer work
- Continuing to forge links with the Volunteer and Information Centre to secure volunteers for the station.
- Continuing to give the opportunity for local voluntary and other groups to be interviewed,
- Continuing to hold 2 Open Days per year to recruit new members
- Liaising with the local police to assist in crime prevention and detection of existing incidents.
- Working alongside existing partners, Uckfield Chamber of Commerce and the Uckfield Regeneration Partnership to provide exposure in order to promote their causes.
- Producing and broadcasting 2 public service announcements per month
- Conducting four social active campaigns each year

Objectives and performance will be reviewed and developed by:

- an independent advisory panel composed of representatives of local businesses, organisations and local residents, meeting quarterly.
- Regular monthly reviews by the Senior Management Team to ensure that the station remains viable and successful, achieving its objective to continue to be a vital part of the local community.

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.

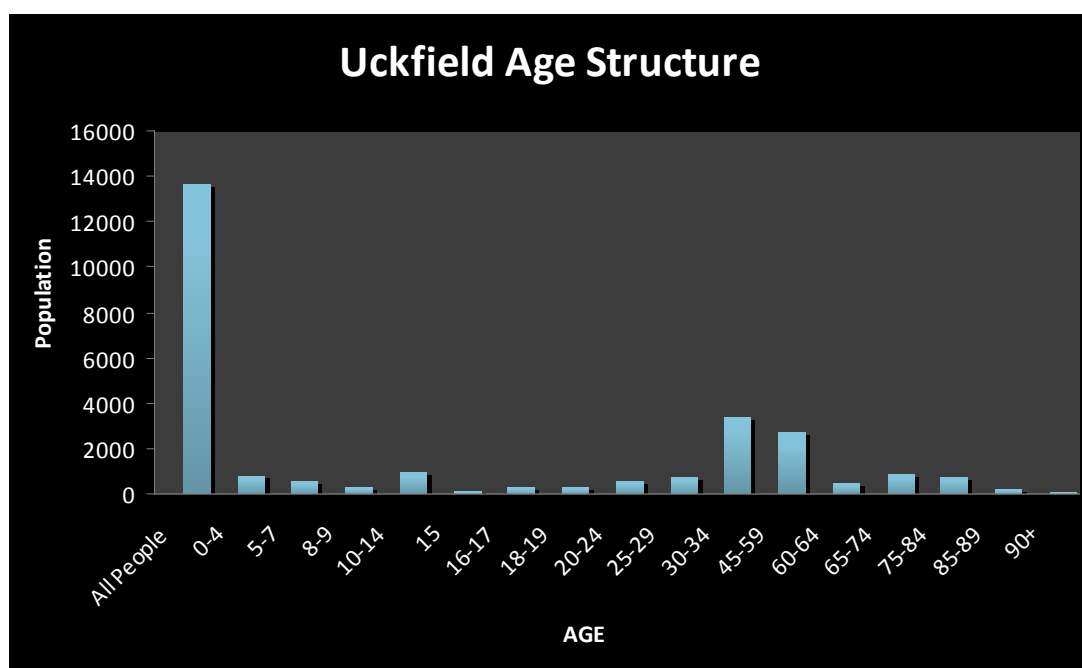
See Section 8.2 above. In August 2007 Uckfield FM Training School trained 6 potential new presenters and news readers for the station. All were successful and passed the week long course. Since that time we have retained 5 members of that course with 3 presenting shows at Uckfield FM and one moving on to volunteer at Hospital Radio in the local area.

Earlier in 2008, a one day radio taster course was held and 3 members of the local community attended. They have subsequently become members of the station and are progressing.

With this experience in mind we are determined to hold 2 x week long courses and 4 x one day taster courses per year to encourage more members of the community into the environment. Uckfield FM is determined to give as many members of the community as possible hands-on training and access to broadcasting.

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.

As stated previously we believe the majority of the population is underserved by current local commercial and BBC local radio stations. Our output is designed to fill that gap with local features which promote life in the town of Uckfield and appropriate music which will include local bands and other local talent. The attached graph shows that the majority of the population is above the age range served by the other local commercial radio stations and we would seek to attract listeners aged 30 upwards.



Age Profile Graph – The biggest age group in Uckfield is in the 30 to 59 age group.

Our main objective is to provide localised social gain to this underserved community and we believe we have proved that in our RSL's

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

We will achieve this by the encouragement of proactive input from, and response by, our listeners to our locally based programmes and features. An extensive number of local people has been interviewed and has provided input to our programmes during our successful RSLs

Specifically, we will:

- Produce programming which other broadcasters are unable to do because of their formats - such as round-table discussions, longer audio art pieces, in-depth interviews, oral histories, entire music concerts and event coverage. When resources allow we could also produce drama programmes
- include debate, studio discussion and interviews about issues of local relevance.
- Enable listeners to provide feedback via phone ins, SMS and email.
- Encourage active participation rather than passive listening.

Our Website will give clear information on how listeners can praise the station's output or make a complaint about programmes and features, and how their issues will be addressed.

We will provide programming opportunities, discussions, interviews, news features and 'vox-pops' to attract the views from the listeners about topics covered on the station.

We will encourage direct audience participation in discussions through email and SMS text interaction as well as establish off-air chatrooms and discussion newsgroups.

We will create a membership scheme open to all members of local community.

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

We will undertake a skills audit of new members – so that we utilise their expertise and will then enrol them in our Induction and Training programme. We intend to introduce training and work placements for younger people and have very close working relationships with local schools, the Uckfield Community Technical College, and the Wealden Skills Centre which trains young persons in skills such as motor mechanics, hairdressing and bricklaying. . We will also seek to create and run a media skills course for community leaders with topics such as interview techniques, preparing press releases etc.

We will offer suggestions of other training providers, where members can continue to gain enhanced radio production skills – CSV Media Clubhouse (multimedia centre striving to give community a voice – local branch Brighton) , and set up links with the local National Broadcasting School

Uckfield FM already has a training wing with trainers experienced in radio presentation skills. We will carry on with our successful training to encourage as many local residents

as possible to receive the necessary skills to be able to present programmes or conduct interviews. Given the extensive use of IT in radio broadcasting it might be possible to run more general basic courses in the use of IT. We will explore this possibility once the station is firmly established as a Community radio station.

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

Our members are drawn from the local community and many of them are actively involved with local clubs and organisations. We will send a survey to community groups and statutory agencies annually to ask for feedback on how we are doing in meeting our key commitments. We will monitor our membership to seek to ensure that it reflects the community we serve - age, gender, background, occupation, ethnic origin, disability and geographical location. We will endeavour, wherever possible, actively to involve members of the community that are currently under-represented especially people with disabilities.

Listeners will be encouraged to subscribe to a weekly/monthly newsletter about our programming and community features.

We will also keep in touch by maintaining and increasing our involvement with the local community, for example by our membership of the Chamber of Commerce, Regeneration groups and other local organisations and by input from the independent advisory panel.

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).

We would be able to provide social gain in categories a, b, c, d, e & g above. Because of the small percentage of ethnic and linguistic culture diversity currently present in Uckfield and the surrounding area we would not expect to provide specifically targeted broadcasting but would work with ethnic groups to seek to involve them in our output. If the demographic balance changed in the future we would seek to reflect this in our output.

Through our active involvement in the Uckfield Chamber of Commerce and the Uckfield Regeneration Partnership, the station helps to contribute to the economic and social development of the town and surrounding villages. We will raise the profile of small local businesses and encourage people to shop locally increasing the prosperity of the local area and reduce food miles.

We have supported fundraising events and local campaigns such as the Road Safety Week, Brighter Uckfield Campaign, Uckfield Festival and the campaign to keep the local Accident and Emergency Hospital open. There were also many other campaigns and events over the years in which we were involved,

Social action broadcasting - the station when on air currently is the sounding board for the town and is prepared to talk to all members of the community

During our RSLs we have encouraged volunteering, which is a rewarding activity for the individual and a force for change in the community. We have had regular interviews with local organisations promoting volunteering, such as the Uckfield Volunteer and Information Centre and Vinolved – East Sussex, and actively supported the Volunteering Fair in the town.

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 currently broadcast Christmas carols from many local schools. It might be possible to run a quiz between schools. We are already extensively involved with local arts and social events even though we have only so far had limited RSL broadcasts. The opportunities would vastly increase if we were awarded a Community radio licence.

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.

Uckfield FM regularly attends Fetes, Fairs and other Community events to provide PA facilities and support to all organisations including School Fetes and Sports Day. The group has also been invited to schools to talk about radio and how it can be used in the local area to good advantage.

Uckfield FM's website provides relevant information about services and events in the locality. We will continue to enhance the website providing information which supplements broadcasts such as contact details for community groups, book titles, artist and guest information.

8.11 Other Information. 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.

Our involvement with local groups such as the Chamber of Commerce and the Regeneration group means that we are closely involved with, and can feature, developments affecting the residents of Uckfield and the surrounding area. The station has been the main voice of the town for when broadcasting on RSLs and this means that the public are kept well informed of issues going on in the town about which they might not necessarily know.

If we are granted a licence many more people could be kept informed of what is happening in the area.

Please continue to Section Nine on next page.

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.

1. By phone
2. E-mail or letter
3. Personal visits
4. Input from the independent advisory panel

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.

Uckfield FM has always had an open door policy for all organisations and individuals who wish to participate or provide input to the station. It has forged excellent links with many individuals and companies in the town who are very supportive of the station. The proposed independent advisory panel will also influence the station's output and future.

Please continue to Section Ten on next page.

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.

Uckfield FM has already set up a training wing at the radio station. In August 2007 a Radio Skills course was presented to 4 students in association with the Wealden Skills Centre. We would aim to provide the training proposed in Section 8 using experienced members of the station who have broadcasting and training skills.

Please continue to the declaration on next page.

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):** _____

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

Company Memorandum & Articles of Association	Yes in appendix
Certificate of Incorporation	Yes <i>in appendix</i>
Map Showing Proposed Transmitter site	Yes <i>in appendix</i>
Map Showing Desired Coverage	Yes 5km radius from studio
Photograph(s) of proposed transmitter site	Yes in appendix
Antenna pattern information	Yes in engineering section
Evidence of demand and / or support	Yes in appendix
Separate Confidential Sections of Application	None

Declaration continues on next page...


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

All in the appendices

Please indicate the payment method. Including the following information:

I hereby apply to Ofcom for the grant of a Community Radio Licence for Uckfield Community Radio Ltd

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):	Mike Skinner
Position:	Chairman
Date:	14th November 2008
	

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==