



**Community Radio Licence Application Form (2006/07).**

Somer Valley FM



## Community Radio Application Covering Sheet.

***IMPORTANT: BEFORE SUBMITTING THIS APPLICATION FORM PLEASE READ THE FOLLOWING ESSENTIAL INFORMATION CAREFULLY AND COMPLETE THE DECLARATION WHICH FOLLOWS. FAILURE TO ACT ON THE CONTENTS OF THIS COVERING SHEET OR FAILURE TO SIGN THE DECLARATION MAY RESULT IN YOUR APPLICATION BEING REJECTED BY OFCOM.***

If you have a query about how to complete this form, please contact Ofcom's Community Radio Team via e-mail at: [communityradio@ofcom.org.uk](mailto:communityradio@ofcom.org.uk), or call 020 7783 4506 for advice. Please note that Ofcom can only advise on how to complete the application form. It cannot provide more general help and advice concerning your group's overall proposals.

1. **Confidential Information.** Applications will be made available for public inspection on Ofcom's website. In general, Ofcom will accept requests to keep the following information confidential if requested to do so by an applicant:
  - Non-public contact details (Sections 2 & 3 of the application form)
  - Staffing matters (Section 4 of the application form)
  - Financial matters (Section 4 of the application form)

Ofcom may also be willing to keep other parts of an application submission confidential. However, should you wish to submit any information in confidence other than that which is listed above, confirmation that this is acceptable must be obtained in advance, in writing, from Ofcom's Community Radio Licensing Team.

**All confidential information MUST be provided in a separate document, clearly marked 'confidential'. By placing information in the application form you agree to its publication by Ofcom (and by third parties at the request of Ofcom).**

In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in section 2.2 of this application form), which may include personal data, on the Ofcom web site and/or in other relevant publications.

2. If you are completing the form on behalf of some other company, please make this clear in an accompanying letter. You will need to provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not about you acting on their behalf.
3. Sufficient information must be supplied about the identity, composition and ownership of the applicant and any body which controls the applicant to ensure that the applicant may hold a community radio licence granted under the Broadcasting Act 1990 in accordance with the Community Radio Order 2004. Before a licence is granted, further details may be required.

4. This application form covers the requirements of the Broadcasting Acts of 1990 and 1996, the Communications Act 2003, the Community Radio Order 2004 and the Wireless Telegraphy Act 1949. If the application is successful you will be issued with both a Broadcasting Act licence and a Wireless Telegraphy Act licence.
5. One electronic or paper copy of an application must be received by Ofcom no later than the closing-date specified in the Invitation of applications for community radio licences. Applications received after this time will not normally be accepted. All applications will be acknowledged upon receipt (by email or written receipt). Paper copies of applications, together with any supporting documentation, must be sent to the address below. If e-mail is the chosen method of submission, the application must be sent to [communityradio@ofcom.org.uk](mailto:communityradio@ofcom.org.uk). Applicants should be aware, however, that e-mails are not an instantaneous means of communication, especially when they have large attachments. Applicants are therefore strongly advised to submit e-mail applications at least 48 hours in advance of the closing-date, so that urgent steps can be taken by the applicant if no acknowledgement from Ofcom is received. PLEASE NOTE: The maximum size of file which can be received by Ofcom is 10 megabytes – larger files will automatically be rejected.
6. If you are sending additional printed information, or you would like to send a hard copy of your application in addition to the primary electronic copy, such material should be sent to the postal address below. If you cannot send an electronic copy of your application via e-mail you may send it on a CD to the address below instead. You should post any such material using a signed for delivery method which will guarantee delivery before the closing deadline. You should also keep proof of posting (timed, dated and stamped by the delivery service used) for traceability in case your application fails to arrive on time.

Community Radio Licensing,  
Radio Planning & Licensing Team,  
Ofcom,  
Riverside House,  
2A, Southwark Bridge Road,  
London,  
SE1 9HA.

7. This application must be accompanied by a non-refundable application fee of £600. Payment of the application fee must be received (i.e. the funds must be present in the Ofcom bank account) by the closing-date specified in the Invitation of applications for community radio licences. We need details of how your application fee is paid to help us check that your payment is received. Applicants may submit their payment by any of the following methods:
  - (a) By BACS into the Ofcom bank account (sort code: 30-97-90, account number: 0740372, account name: Ofcom). Please note that any payments made using this method will take at least three working days to reach the Ofcom account. In the mandate reference field of your payment please put 'CR [station name]'. By adding your station name, or the applicant company's name, we can match your payment to your application.

(b) By CHAPS into the Ofcom bank account (details as above). Please note that although this is a 'same day' payment method, applicants intending to submit their payment on the closing-date itself should confirm with their bank the deadline for ensuring that it is received by Ofcom on that date. In the mandate reference field of your payment please put 'CR [station name]'. By adding your station name, or the applicant company's name, we can match your payment to your application.

(c) By cheque, or banker's draft, made payable to 'Ofcom' and posted to the Community Radio Team, Desk 05:116, Radio Licensing, Ofcom, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. The cheque or draft should be sent with a paper copy of the application, or a note clearly detailing the station or applicant company's name and address. This is important as it will help ensure we can match your payment to your application.

**Please note** we cannot accept cash, electronic payments or credit / debit cards.

8. **Please read the rest of this document carefully and then answer all the questions as fully and accurately as possible. It is very important that you read and understand the Notes of Guidance for Community Radio Licence Applicants and Licensees before completing this form.** This, and other supporting documentation, may be obtained from the Ofcom website at: [http://www.ofcom.org.uk/radio/ifi/rbl/commun\\_radio/](http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/).

**Please use as much space as you need to answer the following questions (the size of the spaces provided for answers are indicative only). Remember that your application will be judged on the contents of this form and any supplementary information accompanying it. It is therefore important to ensure that you provide comprehensive information when answering the specific questions contained in this form even if you believe that some of this information is already known to Ofcom.**

**Where other information submitted separately is relevant to a particular question, please make this clear in your answer.**

**SECTION ONE: OPENING STATEMENT.**

|  |
|--|
| <p><b>1.1 Opening Statement.</b> 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.</p> |
|--|

Somer Valley FM is a community radio station serving the communities in and around Midsomer Norton and Radstock in North East Somerset. We aim to develop local creativity and talent in broadcasting and to provide a community radio service that is open to all the community, providing local news, information and entertainment. We have strong links with local schools and aim to help young people to learn new skills and to realise their ambitions.

*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 are available in case they should be required.

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

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

Somer Valley 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.)

Chris Watt

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

Somer Valley FM  
c/o Somervale School  
Redfield Road  
Midsomer Norton  
BA3 2HG

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

Phone Number: 01761 414276

Mobile Number: **07974 746963**

Fax Number: 01761 410613

E-mail address: [chris.watt@efeedback.co.uk](mailto:chris.watt@efeedback.co.uk)

Web-site: <http://www.somervalleyfm.co.uk>

*Section continues on next page...*

**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.)

Chris Watt

**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.)

The same as above

Is the above address:

|   |                                       |
|---|---------------------------------------|
| The main address of your organisation?      | [Yes] <i>(Delete as appropriate.)</i> |
| The registered office of your organisation? | [No] <i>(Delete as appropriate.)</i>  |
| The home address of the main contact?       | [No] <i>(Delete as appropriate.)</i>  |

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

Phone Number: N/A

Mobile Number: N/A

E-mail address: studio@somervalleyfm.co.uk

Fax Number: N/A

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

**Please provide your company name.**

Somer Valley Community Radio

**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.)

The structure of the company will be a company limited by guarantee.

*Section continues on next page...*



**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).

The company will be registered in November 2006. Draft Memorandum and articles are enclosed

**Please provide your company registration number** (if available).

Not yet available

**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] (*Delete as appropriate.*)  
Waiting to be registered [No] (*Delete as appropriate.*)

**Date of Registration** (or Application).

Not applicable

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

Certificate of Incorporation enclosed [No] (*Delete as appropriate.*)

Memorandum & Articles of Association enclosed [Yes] (*Delete as appropriate.*)

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

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

Draft Memorandum & Articles of Association enclosed [Yes] (*Delete as appropriate.*)

*Please continue to Section Three on next page.*

### **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.

Chris Watt

Michael Walker

Mark Kenny

#### **For each Director, please provide the following information:**

#### **3.2 Name of Director** (or Member).

Chris Watt

#### **3.3 Contact Address**

C/o efeedback Ltd  
Wansdyke Business Centre  
Midsomer Norton  
BA3 2BB

#### **Other contact details** as applicable:

Phone Number: 01761 408 165

Mobile Number: 07802 695 727

E-mail address: chris.watt@efeedback.co.uk

Fax Number: 01761 411143

#### **3.4 Other Employment.**

Company Director – efeedback Ltd and Qualasept Ltd

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

Local elected member, License Holder of Somer Valley FM RSL, Co-opted member of School Governor Committee

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

Chair of interim board. Will be responsible for the promotion of Somer Valley FM and development of community involvement. Will play the lead role in securing funding support for Somer valley CR. May present a local news review programme.

**3.2 Name of Director** (or Member).

Michael Walker

**3.3 Contact Address**

5, Gabriel Close,  
Frome, Somerset  
BA11 2XJ

**Other contact details** as applicable:

Phone Number: 01373 472492

Mobile Number:

E-mail address: mikewalker@blueyonder.co.uk

Fax Number: 07806775327

**3.4 Other Employment.**

Life long educationist with a few deviations as a theatre director and actor. Last twenty years in Somerset in Frome Community College where he was Assistant Principal and Director of Media Arts. Now a freelance consultant on media training.

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

Founder Station Director of Frome FM.  
Assistant station director at Somer Valley FM, creator of numerous radio podcasts

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

Passionate about the role of local radio in the community, will offer broadcasting managing and presenting experience and training skills. Will direct the development of our community training programme and development of our apprenticeship schemes.

*Section continues on next page*

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**3.2 Name of Director (or Member).**

Mark Kenny

**3.3 Contact Address**

Somervale School  
Midsomer Norton  
Bath  
BA3 2HG

**Other contact details as applicable:**

Phone Number: 01761 414276

Mobile Number:

E-mail address: mkenny@somervale.bathnes.sch.uk

Fax Number: (0)1761 410613

**3.4 Other Employment.**

Deputy Head Teacher

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

Co-director of Somer Valley FM RSL broadcast.

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

Will take lead in developing our educational offer to deliver on the 14-18 vocational curriculum.

**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 relevant

**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.

Chris Watt is an elected member of Bath and Bath & North East Somerset Council, but is involved in the community radio station in a personal capacity.

Bath & North East Somerset Council (via the LEA) has financially supported Some Valley FM during its RSL broadcast in the summer of 2006. The council has also provided some grant support for this application.

**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

*Section continues on next page...*

**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.

Somer Valley FM held an RSL licence in August 2006 [SRSL 314/2006]

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

No FORMAL ties but have had support from

Ralph & Irma Sperring Trust  
Midsomer Norton & Radstock Chamber of Commerce  
Norton Radstock Town Council  
Weston Spirit

*Section continues on next page...*

**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.**

Somer Valley FM was formed in 2006 to serve the communities of Midsomer Norton, Radstock and the surrounding villages in Mendip & North East Somerset. It has run one very successful RSL broadcast in August 2006. The positive response to the RSL demonstrated that there is local support for a full time community radio station in the area. The project is led by Chris Watt who is a local councillor and school governor committee member. It is supported by Somervale School (a Media Arts college) and by many other community based groups in the area.

**4.2 What broadcasting experience does your group have?**

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

[Yes]

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

Somer Valley FM broadcasting on 106.8FM  
License No: SRSL 314/2006

**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.

Chris Watt was the license holder for Somer Valley FM (RSL), Co-Director of the station. Chris was also the main news presenter for the RSL broadcast.

Mike Walker has wide experience of radio broadcasting. He was the founder Station Director of Frome FM and is now a freelance media trainer.



Mark Kenny has been Deputy Head of a specialist Media Arts College delivering educational opportunities via the medium of radio for 5 years.

*Section continues on next page...*

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

The Board of Somer Valley FM consists of the Directors of Somer Valley FM, which will be a company limited by guarantee.

The founding board is made up of three people who were instrumental in establishing the organisation and running the RSL in August 2006.

It is planned to extend the Board to include representatives from the local community and voluntary sector in early 2007 and then at the first AGM in late 2007 to put all places on the Board up for election and elected all the Board from the membership of Somer Valley FM.

The Board will have four officers, the Chair, Vice Chair, Secretary and Treasurer. These will be appointed at the first meeting of the Board after the AGM.

The Board will have overall legal responsibility for setting the policy at Somer Valley FM, for financial management and for employing staff. Board members are volunteers and receive no payments apart from expenses.

The Board will meet monthly to take an overview on the progress of the station. At each meeting, a monthly financial report and staff report will be presented. The quorum is one third of the members of the board. Board members will undertake to attend board meetings regularly, or they will lose their place on the Board.

Each Board member will take responsibility for co-ordinating an area of activity and for liaising with staff and volunteers. Where appropriate a Board member may Chair a sub committee and report to the Board. The sub committees will be made up of staff, volunteers and other invited individuals with particular expertise.

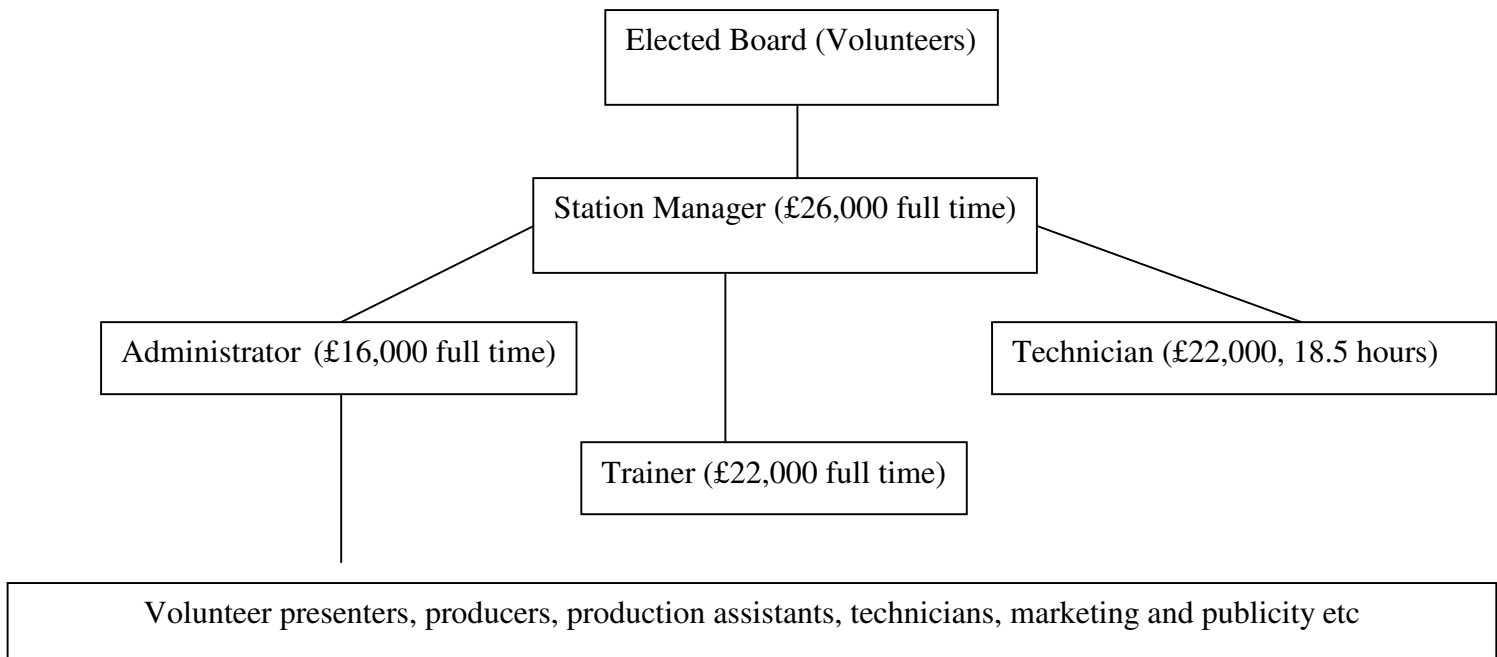
Activity areas will include:

- Human Resources, including Equal Opportunities and Health and Safety.
- Technical
- Publicity/Communications
- Programming
- Community Links
- Finances and resources.

Board members will also take a mentoring role in supporting staff as appropriate. For instance, the Chair will support the Station Manager and the Treasurer will support the Administrator.

A paid member of staff, the Station Manager will be responsible for day to day management of the station and will report to the Board monthly.

## Management and Staffing Structure



**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.

### **Staff Structure**

The service will be run by a Station Manager assisted by a Trainer, Technician and an Administrator. These four will be paid posts and they will be responsible for the day-to-day operation, assisted by volunteers. They will be responsible to the Board of Directors who will hold regular meetings to oversee the work of the station.

### **Brief Job Descriptions**

#### **Paid staff**

Station Manager (full time) reporting to the Board.

Responsible for day to day management, reporting to the Board, management of staff, fund-raising and raising income from advertising and sponsorship, liaising with funders and other organisations. Co-ordinating a regular programming committee and ensuring that the station has a schedule that reflects the ethos of the station and the needs of the local community. Co-ordinating volunteers and freelance staff.

Trainer (full time) reporting to the Station Manager

To run vocational curriculum based radio and ICT training for schools and colleges. To run induction and training sessions for volunteers.

Administrator (full time) reporting to the Station Manager

Day to day running and administration of the station. Supporting the Director and other staff. Taking minutes, organising meetings. Supervising external pay roll, bookkeeping, etc. Co-ordinating volunteer receptionists.

Technician (part time –18.5 hours a week) reporting to the Station Manager

Maintenance and repair of all ICT, overseeing maintenance of studio and transmission equipment, liaison with suppliers.

### **Key Volunteers will include:**

#### Production Assistants

- Undertaking research for programmes
- Answering phones and dealing with listener feedback
- Contributing to the creative input of a show, for example writing cues, producing quiz questions, and updating scripts
- Operating recording, editing and mixing equipment
- 'Driving the desk' for pre-recorded or live programmes
- Liaising with publicity about programme trailers, competition prizes and information for listings

#### News Gathering Team

Identifying and researching local news stories

#### Presenters

A core of volunteers committed to day-time presenting and a range of other support services.

Receptionists and administrative volunteers

Volunteer technical Assistants.

Publicity and Marketing volunteers

*Section continues on next page...*

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

|  |              |  |
|--|--------------|--|
| <b>4.5 Financial Information - Existing Assets:</b> Ofcom needs to know about your current financial position, what you think it will cost to set up the proposed service and how much you think it would cost to run over its first year of operation. In addition, we need to know where you expect funding to come from, and what you would do with any profits that might be made. |              |  |
| What assets does your group already own? Please provide totals at current replacement value below.   |              | <i>[If you think it might be helpful, please provide brief explanatory comments in relation to this answer below.]</i>   |
| Item:  | Amount:      | Somerset Valley Community Radio Ltd is a new company established to operate the full time community radio service. It builds on the success of the RSL service Somerset Valley FM, an unincorporated association whose assets, name and goodwill will be transferred to the new company. The business plan for Somerset Valley Community Radio is based on an innovative capital investment partnership with Somerset Valley School. |
| Cash at Bank / Building Society etc.   | £0.00        |  |
| Studio Equipment   | £0.00        |  |
| Transmission Equipment   | £0.00        |  |
| Outside Broadcast Equipment  | £0.00        |  |
| Premises (value of buildings you own)  | £0.00        |  |
| Premises (annual rental income you receive)  | £0.00        |  |
| Office Items   | £0.00        |  |
| Other Items <i>(These MUST be specified)</i>   | £0.00        |  |
|  |              |  |
|  |              |  |
| <b>TOTAL REPLACEMENT VALUE:</b>  | <b>£0.00</b> |  |

Section continues on next page...

| <b>4.6 Financial Information (continued) – Pre-Launch Expenditure:</b> How much do you think you would need to spend in order to set up your proposed service? (This question relates <u>only</u> to pre-launch capital and other expenditure which you expect to make <u>before</u> you begin broadcasting. DO NOT include any costs associated with running the proposed service once operational.) |  |        |
|---|--|--------|
| Item  | Details  | £s     |
| Premises (including pre-launch rent, refurbishment and fitting out costs etc.):   | See section 4.9 'in-kind' income and support   |        |
| Transmission Equipment:   | See section 4.9 'in-kind' income and support   |        |
| Studio Equipment:   | See section 4.9 'in-kind' income and support   |        |
| Office Equipment:   | See section 4.9 'in-kind' income and support   |        |
| Publicity and Marketing (if any):   | Launch publicity and marketing   | 5,000  |
| Staffing (salaries etc.):   | Station Manager (6mths f/t), Administrator (6mths f/t), Trainer (6mths f/t), Technician (6 mths p/t), plus staff travel and subsistence, staff training , volunteer expenses | 46,500 |
| Other one off costs (please specify):   | Office overheads (6 mths pre-op), music library, consumables, training materials   | 10,500 |
| Working Capital (Contingency Reserves)  | Pre-launch working capital<br>See also section 4.9 'in-kind' income and support  | 6,500  |
|   | Total set up costs   | 68,500 |

*Section continues on next page...*

|  |  |                         |                    |
|--|--|-------------------------|--------------------|
| <b>4.7 Financial Information (continued) – Pre-Launch Income:</b> How would you fund the setting up of your proposed service? Please provide details below. The total for pre-launch expenditure (above) should be covered by income as detailed below. If you are proposing to use existing group assets, please make sure that these have already been included under the relevant section (4.5 above). The first section of this question deals <u>only</u> with monetary (cash) income, ('in-kind' income is dealt with in a subsequent question (4.9)). |  |                         |                    |
| Confirmed (secured) Cash Funding:  |  |                         |                    |
| Details of Funding Provider:   | Terms and conditions placed on funding (if any).                       | Amount of Funding (£s). | % of Total Funding |
|  |  |                         |                    |
| <i>[Please add rows to the above as may be required.]</i>  |  |                         |                    |
| Unconfirmed (not yet secured) Cash Funding:  |  |                         |                    |
| Somer Valley Link Group  | Grant agreement for establishment and pre-operational costs            | 5,000                   | 7%                 |
| Bath and North East Somerset Council   | Grant agreement for establishment and pre-operational costs            | 15,000                  | 22%                |
| Norton and Radstock Town Council   | Grant agreement for establishment and pre-operational costs            | 5,000                   | 7%                 |
| Learning and Skills Council  | Grant agreement for establishment and pre-operational costs            | 5,000                   | 7%                 |
| Awards for All   | Grant agreement for establishment and pre-operational costs            | 5,000                   | 7%                 |
| Big Lottery  | Grant agreement for establishment and pre-operational costs            | 15,000                  | 22%                |
| Training fees – Local Education Authority  | Output based contract for vocational training delivery 14-18 year olds | 15,000                  | 22%                |
| Donations and community fund-raising   | None   | 3,500                   | 5%                 |
| <i>[Please add rows to the above as may be required.]</i>  |  |                         |                    |
|  | Total Cash Capital, Set-Up Funding and Financial Support:              | 68,500                  | 100%               |

Section continues on next page...



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

The above income assumptions are the minimum we expect to achieve from each of the above sources, based on our discussions to date and expressions of support received for the project. We anticipate amounts that will be raised from these sources will be greater than those stated and this will enable us to cover any shortfalls elsewhere. We are additionally pursuing a number of other funding opportunities which are not listed above but which we are reasonably confident will also produce positive results. These include Coalfields Regeneration Trust, Ralph and Erma Sperring Charitable Trust, Crime Reduction Partnership, Arts Council – Grants for the Arts, South West Regional Development Agency. If additional funds are raised surplus to our launch costs we would retain these funds to meet any shortfall in first year revenues.

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

| Confirmed (secured) 'In-Kind' Support  |   |  |  |
|--|---|--|--|
| Details of 'In-Kind' Support Provider:   | Terms and conditions placed on this 'in-kind' support (if any).   | Estimated equivalent value of support (£s).  | For each item please show % of total 'in-kind' support |
|  |   |  |  |
| Unconfirmed (not yet secured) 'In-Kind' Support  |   |  |  |
| <p><b>Somervale School, Midsomer Norton BA3 2HG</b><br/> <b>Contact: Michael Gorman, Head Teacher</b></p> <ul style="list-style-type: none"> <li>• Building works for conversion and fitting out of the former Caretaker's House located at Somervale School for 2 x studios, news/production area, booths, training room, reception area, administration offices, meetings room, kitchen and toilets.</li> <li>• FM transmitter, RDS coder, audio processor, mast, antenna, FM tx back up system, 1.5 GHZ link system also with back-up, plus all cabling and installation</li> <li>• 2 x Broadcast/production studios, central technical area, automated playout system, ICT suite, portable recording equipment, outside broadcast unit</li> <li>• Reception desk and signage, office equipment (desks, chairs, cupboards, shelving), leased line installation, telephone system, network printer/photocopier</li> <li>• Contingency (5% of capital costs)</li> </ul> | <p>The in kind support consists of capital investment in premises building works, transmission system, studios and office equipment. The assets are to be funded by the Learning and Skills Council as part of a £1m investment in developing the 14-18 year vocational curriculum and involving a unique and innovative public-private partnership between three schools in the area and Somer Valley Community Radio. Somervale School will retain ownership of the assets but will lease them at a peppercorn rent to Somer Valley CR in return for training and broadcast opportunities for students on the creative media component of the curriculum.</p> | <p>Building works<br/>117,500</p> <p>Transmission<br/>19,153</p> <p>Studios<br/>97,901</p> <p>Office equipment<br/>14,100</p> <p>Contingency<br/>12,433</p> <hr/> <p>TOTAL<br/>261,087</p> | <p>100%</p>  |
| Total 'In-Kind' Capital and Set-Up Support:  |   | 261,087  | 100%   |

| <b>4.10 Financial Information (continued) – First Year Operational Expenses:</b> How much do you think it would cost to operate your proposed service for the first year? This question relates <u>only</u> to operational expenditure once your proposed service has begun broadcasting. DO NOT include any capital or other pre-launch costs associated with establishing the proposed service. |   |                    |
|---|---|--------------------|
| OUTGOINGS   | Notes   | Year 1 Totals (£s) |
| Items:  | Please include any additional information that you think might be helpful below:  |                    |
| Hp / Leasing  | Staffing – 3 full-time staff – Station Manager, Trainer, Administrator, and 1 part-time Technician, plus staff and volunteer travel/subsistence, staff training |                    |
| General and Administration  |   |                    |
| - Staff   | Premises are provided in kind (see section 4.13)  | 96,850             |
| - Premises  |   |                    |
| - Legal and Professional  |   | 3,000              |
| - Establishment/overheads   |   | 12,000             |
| Engineering   |   |                    |
| - Transmitter operating costs   |   | 1,000              |
| - Other (specify)   |   |                    |
| Programming   |   |                    |
| - Copyright fees  |   | 1,500              |
| - Music library   |   | 1,000              |
| - Acquired programming  |   |                    |
| - News service  | 100   |                    |
| - Consumables   | 2,000   |                    |
| Sales cost / commissions  |   |                    |
| Marketing and promotion   |   |                    |
| Audience research   |   |                    |
| Broadcasting/WTA Act fees   | 939   |                    |
| Training materials  | 1,000   |                    |
| <b>Total Outgoings</b>  |   | <b>124,389</b>     |

*Section continues on next page...*

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

| Confirmed (secured) Cash Funding:           |   |                         |                    |
|---|---|-------------------------|--------------------|
| Details of Funding Provider:                | Terms and conditions placed on funding (if any).      | Amount of Funding (£s). | % of Total Funding |
|   |   |                         |                    |
| Unconfirmed (not yet secured) Cash Funding: |   |                         |                    |
| Somer Valley Link Group                     | Grant agreement for general operations                | 5,000                   | 4%                 |
| Bath and North East Somerset Council        | Grant agreement for general operations                | 15,000                  | 11%                |
| Norton and Radstock Town Council            | Grant agreement for general operations                | 5,000                   | 4%                 |
| Arts Council - Grants for the Arts          | Grant agreement for general operations                | 10,000                  | 7%                 |
| Big Lottery                                 | Grant agreement for general operations                | 20,000                  | 15%                |
|   |   |                         |                    |
| Commercial and Other 'in-house' Sources     |   |                         |                    |
| On-air spot advertising                     | None  | 30,000                  | 22%                |
| Programme sponsorship                       | None  | 6,000                   | 4%                 |
| Commercial revenues from off-air activities | None  |                         |                    |
| 'In-house' non-commercial revenues          |   |                         |                    |
| Learning and Skills Council                 | Output based contract for apprenticeship placements   | 5,000                   | 4%                 |
| Training fees – Local Education Authority   | Output based contract for vocational curriculum 14-18 | 35,000                  | 26%                |
| Business donations                          | None  | 2,500                   | 2%                 |
| Community fund-raising                      | None  | 2,000                   | 1%                 |
|   |   |                         |                    |
|   | <b>Total First Year Income and Revenue Funding:</b>   | <b>135,000</b>          | <b>100%</b>        |

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

The above grant income assumptions are the minimum we expect to achieve from each of the above sources, based on our discussions to date and expressions of support received for the project. We anticipate amounts that will be raised from these sources will be greater than those stated and this will enable us to cover any shortfalls elsewhere. We are additionally pursuing a number of other funding opportunities which are not listed above but which we are reasonably confident will also produce positive results. These include Coalfields Regeneration Trust, Ralph and Erma Sperring Charitable Trust, Crime Reduction Partnership, South West Regional Development Agency. If additional funds are raised surplus to our costs we would consider creating additional paid employment in the company and/or further investment in public and educational facilities.

The advertising and sponsorship assumptions are based on market assessment including our RSL experience and we believe these to be achievable but we do not expect to generate a significant surplus above the projections indicated. Training fees from the Local Education Authority and contracts for apprenticeship placements funded by the Learning and Skills Council are linked to the direct additional costs of providing these services and based on business planning for the partnership between Somer Valley CR, local schools and the Learning and Skills Council. We would be in a position to increase or reduce the outputs provided and their associated costs in the light of further contract negotiations.

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

| Confirmed (secured) 'In-Kind' Support  |   |   |  |
|--|---|---|--|
| Details of 'In-Kind' Support Provider:   | Terms and conditions placed on this 'in-kind' support (if any).   | Estimated equivalent value of support (£s).         | For each item please show % of total 'in-kind' support |
|  |   |   |  |
|  |   |   |  |
|  |   |   |  |
| <i>[Please add rows to the above as may be required.]</i>  |   |   |  |
| Unconfirmed (not yet secured) 'In-Kind' Support  |   |   |  |
| <b>Somervale School, Midsomer Norton BA3 2HG</b><br><b>Contact: Michael Gorman, Head Teacher</b><br>Use of premises and facilities at Somervale School | Peppercorn rent agreement with contract to provide training and broadcast opportunities for students on the creative media curriculum | 30,000  | 100%   |
|  |   |   |  |
|  |   |   |  |
|  |   |   |  |
| <i>[Please add rows to the above as may be required.]</i>  |   |   |  |
|  |   | <b>Total Value of First Year 'In-Kind' Support:</b> |  |
|  |   | 30,000  | 100%   |

Section continues on next page...

**SECTION FOUR: Ability to Maintain Service (continued).**

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

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

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

Yes

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

n/a

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

Yes

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

n/a

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

n/a

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

We are confident, as we have explained in section 4.12, that the projected income streams are both realistic and achievable. In the event of a shortfall in anticipated income we would reduce the staff costs (either by reducing the number of staff or by reducing staff hours) and we would place greater reliance on our volunteers.

We do not anticipate significant changes in the funding model after the first year of operations. Our three year projections indicate some growth in advertising and sponsorship revenues such that this might increase from around 27 per cent of cash income in year 1, to around 38 per cent of cash income in year 3, with grant and contract income remaining at similar levels across the first three years.

*Please continue to Section Five on next page.*



## 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. Yes

**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.

The transmission site is the roof of a two storey school building. It is not currently used as a transmission site.

**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> )

ST 665 536

*Section continues on next page...*

**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:

Norton Hill School  
Contact: Peter Bevan, Headmaster

Address and post code of proposed transmitter site:

Chorlton Road, Midsomer Norton, Bath BA3 4AD

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:      | No  |
| Under Negotiation:       | Yes |
| 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 |

**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 = | 1   |

*Section continues on next page...*

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

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

20 metres

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

20 metres

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

n/a

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

130 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.

50 Watts

*Section continues on next page...*

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

50 Watts

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

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

Directional antenna(s) to be used? No

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

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

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

Engineering responsibility within the group:  
Chris Watt will have responsibility for supervising transmitter installation. We intend to select outside contractors for the transmission installation and maintenance through a competitive tender process after the licence application is approved.

Monitoring points will be specified for RF and other regulatory compliance checks.

*Section continues on next page...*

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

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

Broadcast Warehouse TX150

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.

100 Watts

RF band-pass filter will be fitted to system output

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

Broadcasts in stereo?

Yes

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

RDS data to be broadcast?

Yes

*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).

The station will broadcast to the towns of Midsomer Norton and Radstock and the surrounding villages. The community radio station will aim to broadcast to all of the community, offering something for everyone at some time during the week.

The area is located 12 miles South West of Bath and 16 miles South East of Bristol. The area is at the centre of the former Somerset coalfields and retains a rich industrial heritage, an engineering skills base and is an important centre for the printing and packaging industry. More recently the growth in the local housing supply has outstripped employment within the area and now over 50% of residents travel out of the area to work, the highest rate of outcommuting in the subregion. The population of Norton Radstock is 21,325 and 7,700 people work in the area. Local employment is heavily reliant on the manufacturing sector which accounts for 27.9% of jobs, nearly 2.5 times the national average.

A number of annual events take place in the towns including an international marching band competition, a carnival, part of the Somerset carnival season, a Mardi Gras and a Christmas Celebration. Midsomer Norton hosts a regular monthly Farmers Market whilst the Radstock Museum, dedicated to the area's industrial heritage, holds regular events and exhibitions.

Looking forward to 2011 Norton Radstock is likely to suffer an element of economic re-structuring as the national decline in manufacturing employment continues.

*Section continues on next page...*

**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 station will provide a popular and accessible range of programmes designed specifically to meet the needs of the local community. A broad spectrum of appeal will ensure strong community support and participation. The schedule will include:

- Local community information and a chance to debate issues on air.
- A wide variety of music genres including specialist music that is of interest to younger people and music that will appeal to an older age group.
- Speech programming celebrating the heritage and culture of the area
- News and current affairs programmes.

Generally the day time schedule will consist of magazine format programmes that are a mixture of music, speech and information. In the evening the airwaves will be given over to more specialist music and speech programmes to include the broadcast of town and parish council meetings.

**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 are intending to operate 24 hours per day, 365 days per year. We are seeking to broadcast live between 7a.m. and 9p.m. Monday to Sunday and will repeat our day's broadcasts overnight.

However, it is envisaged that during the first 6 months of broadcast we may be broadcasting only between 9 a.m. and 7 p.m. We will re-broadcast highlights of the day's programmes between 7 p.m. and 9 a.m.

Broadcasting hours will be subject to review after the first six months.

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

All of our programming will be produced locally, except that we plan to take an IRN News feed and we may occasionally broadcast programmes made by other community radio groups that will be of specific interest to our community.



**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.)

We will broadcast an IRN news feed and may occasionally broadcast relevant programmes from other community based projects and radio stations.

**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).

Speech 60 per cent and music 40 per cent.  
These figures are based on our experience of our RSL output.

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

Music will be a wide mixture of genres, with easy listening during the day and a younger more contemporary mixture in the evening shows

Overall we estimate that we will broadcast:

|                      |      |
|----------------------|------|
| Easy Listening music | 10%  |
| Chart Music          | 10%  |
| Dance Music          | 7.5% |
| Adult Rock           | 3%   |
| Country music        | 2.5% |
| Western Classical    | 2%   |
| Other genres         | 5%   |

*Section continues on next page...*

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

We estimate that we will broadcast the following types of speech output, mostly during the day.

|                         |     |
|-------------------------|-----|
| Discussion programmes   | 15% |
| Talk and phone in shows | 10% |
| News and Sports         | 10% |
| Local information       | 15% |
| Drama, stories, poetry  | 5%  |
| Other                   | 5%  |

**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.).

We intend to use some automation overnight, broadcasting pre-recorded highlights of each day's broadcast between 9pm and 7am. We intend to use a Play-out system to do this.

**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

*Section continues on next page...*

**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.

Our FM station will operate a diverse radio schedule that focuses upon the local community in Midsomer Norton, Radstock and the surrounding villages. Our programming policy is mostly based on our experience of running an RSL and the feedback we got from volunteers and listeners.

From our experience, we found that young people were interested in music programming, particularly dance music and that most young people are not able to listen in the day and so evening programming would be the most effective time of day to reach them.

We found that some older listeners could listen in the day at home or could listen from work or while driving. Many of the older listeners are interested in speech programming, particularly programmes about local events and history.

We also got feedback from the local community groups and projects that supported the RSL broadcast who thought that a community radio station would be a very effective way of reaching people with information about opportunities and events.

As we plan to wait to go on air until 2008 and to run at least one more RSL before then, we will continue to research the tastes and interests of our community and will adapt our programme plans to suit the needs of the community.

*Section continues on next page...*

**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.

There are no other community radio stations in our area, so we will be running a completely unique service for the people in Midsomer Norton, Radstock and the surrounding villages. We will provide the only radio station locally on which people can make their own programmes and get involved with running the station.

Our local commercial station, Bath FM does not cover our area. They rarely feature any news/information items that are of specific interest to our audience.

*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.

Our evidence of demand and support comes from the links we have made with the community and with groups during the preparation and running of the RSL.

The RSL was supported by Radstock Cooperative Society, the Ralph & Irma Sperring Charity, Bath & North East Somerset Council, Midsomer Norton & Radstock Chamber of Commerce, Norton and Radstock Regeneration, and the former Link Group. Somervale School hosted the station and the Journal (free weekly news paper) printed the schedule. These groups have all expressed an interest in being involved with a fulltime community radio station. The RSL was also funded by Awards for All and the Learning and Skills Council and Somervale School are applying to the LSC for major capital support.

We had many phone calls, text messages and emails during the broadcast and many local people demonstrated their support for the project.

We attach letters of support from:

- D J Dixon, Local Partnership Co-ordinator, Somer Valley Link Group
- Cllr Mrs Phyllis Gay.
- Cllr Jonathan Gay (Executive Member for Children's Services)

*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.

Somer Valley FM will deliver social gain by:

- Providing a very local radio service for the people in the Midsomer Norton and Radstock area that is owned and managed by the local community
- Offering local people the opportunity to make programmes on issues that interest them
- Providing training in radio production skills and associated ICT skills, many of which are transferable to other areas of employment
- Providing information about what is going on locally
- Giving community groups and statutory services in the area an opportunity to reach local people with information about the services they provide
- Helping to create a sense of community and of pride in the local area.
- Connecting schools and young people with the community

*Section continues on next page...*

**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."*

**Targets and Milestones before going on air:**

**2006.**

Apply for funding to the LSC for the refurbishment of the community radio station's premises (the Old Caretaker's house at Somervale School)

**2007**

Apply for RSL for summer 2007.

Recruit new members to the Board and provide training if necessary

Update the Somer Valley FM website

Co-ordinate the refurbishment of the new premises

Run radio production training courses linked to the RSL

Run an RSL in the summer of 2007.

Evaluate the RSL and assess the community involvement and lessons learned.

Visit other community radio stations

Write and submit funding bids

Develop an implementation plan for broadcast

Write policies for the station's operation (complaints procedure, volunteer policy, health and safety, equal opportunities etc)

Review the Business plan

**2008**

Recruit and employ staff

Set up membership system

Establish Volunteer system

Run internet broadcasts

Launch Somer Valley FM

Start broadcasting full time

**Once on air Somer Valley will:**

- Broadcast at least seven hours of community information a week ( what's on, jobs, training, healthy living, safety etc) which will be reviewed at monthly programming meetings
- Provide training in radio skills and ICT and basic skills to at least 5 people a month, which will be reviewed at Board meetings
- Provide an Apprenticeship to four people aged 16 plus every year
- Provide volunteering opportunities to at least 10 people a month
- Work with at least 18 local community based organisations in the first year
- Work with at least 8 local schools in the first year

**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.

In the first year of broadcasting we expect that:

1. We will employ four members of staff
2. We intend to train a minimum of 60 people per year in radio production skills.
3. We estimate that there will be a volunteer team of around 40 people, of which at least ten people will volunteer every month.
4. We expect to offer around 90 school students a year the opportunity to make programmes at the station
5. We will offer four Apprenticeships and three work placement opportunities

We expect that these figures will grow so that by the end of the third year we will have a volunteer team of around sixty people of which at least twenty are volunteering every month and around 120 school students a year are making programmes at the station.

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

The area of Midsomer Norton and Radstock does not have any dedicated radio station for the area, so local people are underserved because they are not able to access news and views about what is going on in the local area. Nor are there any opportunities locally for people to learn radio skills and get involved in making programmes themselves.

Somer Valley FM's programming will provide local people with local voices talking about what is going on in the area. There will be information on events and activities, local campaigns and issues. Members of the local community will be given training and support to make programmes that will be of local interest, for instance about local history and characters.

There will also be niche music programmes, particularly in the evening that will be aimed at different audiences within the local community.

*Section continues on next page...*



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

Somer Valley FM will facilitate discussion and the expression of opinion by:

- Enabling local people to make radio programmes and contribute to other programming
- Hosting regular phone-ins and talk shows on current issues and inviting guests to participate in these programmes
- Holding occasional Councillor's surgeries on air
- Covering local and national elections and giving candidates an opportunity to make their case and local people a chance to ask questions
- Running regular "Question Time" style programmes with a panel of participants from different sectors (community, business, and the statutory sector) and local people
- Covering events in the community such as public meetings, including town and parish council meetings.

**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].

Somer Valley FM will run several strands of education and training:

- Regular short training courses for local people wanting to volunteer at the station in community radio production skills which will include training in the technology for radio production, the ethos of community radio, the role of volunteers in the station, health and safety and equal opportunities.
- An Apprenticeship scheme for young people aged 16 plus that will give a thorough training in community radio and ICT skills.
- Training for disadvantaged young people supported by the charity Weston Spirit and the local Rotary Club.
- Opportunities for school students (particularly those learning media studies) to make radio programmes in a real life situation.
- Occasional short courses in specialist skills such as writing for radio, presentation skills, studio skills and so on.
- Vocational curriculum based courses for school students in media production, specifically radio and advertising.

**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?"

Somer Valley FM will build a better understanding of our target community and strengthen links within it by:

- a) Structuring the radio station as an open and democratic organisation with regular open meetings and opportunities to get involved in the running of the station so that local people are contributing to the station
- b) Inviting local people and community groups to participate in making radio programmes and to give their views
- c) Regularly inviting listeners to phone, text and email the radio station.
- d) Building relationships with schools and community organisations

- e) Regularly broadcast live from events around Midsomer Norton.
- f) Running roadshows at local venues such as shopping centres, churches, schools and colleges in the area.
- g) Holding an annual meeting for listeners

**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).

Somer Valley FM will deliver social gain by:

- Enabling local agencies such as Bath and North East Somerset Council, the Fire Service, the Primary Care Trust and local voluntary and community organisations to communicate with local people.
- Promoting economic development by offering small local businesses the opportunity to advertise their services on the radio station and reach new customers.
- Promoting employment by giving local people, particularly young people the opportunity to learn new skills including media, ICT and basic skills, which are transferable to other employment areas.
- Providing work experience opportunities for young people and running an Apprenticeship scheme.
- Providing training opportunities for disadvantaged young people supported by the Weston Spirit charity and the local Rotary Club
- Promoting the development of self confidence and pride in the local area.
- Giving volunteering opportunities

*Section continues on next page...*

**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.

Somer Valley FM has strong links with local schools, in particular Somervale School, which has a Media Arts specialism so it will provide opportunities for school children to learn radio production skills and produce programmes.

**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.

Somer Valley FM will develop its current website to provide a service for local people where they can advertise their activities and publicise their news and events.

We will regularly support local charities in their fundraising activities.

We will have a strong presence at the Mardi Gras, the international marching band competition and other local events, providing DJs and music.

As the project grows we will look to run our own events and concerts, promoting local artists, DJs and musicians.

**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.

The experience of our RSL has demonstrated that there is a demand in the local community for a radio station from both the audience and the participants. It played a successful role in bringing together young people and older people in the community to work on programmes with each other. We think that a community radio station will act as a catalyst for social cohesion, bringing together different groups in the community who might not meet each other otherwise and who might otherwise be suspicious of each other.

*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.

We will establish a membership scheme for Somer Valley FM that will be open to individuals, living or working in Midsomer Norton and Radstock. Members will be able to vote and/or stand for election for one of our sub-committees at our Annual General Meeting. The Board members will be elected from the members which will enable the target community to directly influence the development of the community radio service.

A programming sub committee will be established to oversee the programming schedule with the aim of enabling as many members of the community to contribute to programming as possible, whilst keeping to the overall programming policy. This will be managed by the Station Manager and will consist of volunteers and Board members. Each volunteer will be able to submit programme proposals to the committee. The programming committee will decide which programmes should be supported in order to give a spread of programming in line with the programming policy. Every programme will be reviewed after three months. If there are more volunteers wishing to make programmes than slots available, programme slots may be offered for only one month or may be restricted to one hour slots.

There will be an annual listeners meeting, to invite input from the station's audience, which will be attended by the Board, staff members and volunteers.

A complaints system will be established so that any members of the local community wishing to lodge a complaint can follow a clear and transparent system. In the first place complaints would go to the Station Manager. If the complaint is not resolved at this level it will then be passed on to the Board. The complaints system will be made publicly available on the Somer Valley FM's website and at the station.

We will also use radio broadcasts and the website to invite comment from the local community.

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.

Members of the community can participate in the **operation** of the service by becoming a volunteer. This will be open to everyone who lives or works in the Midsomer Norton and Radstock district. We will publicise that this opportunity is available to anyone who wants to use it. Volunteers will then get training and will be able to be presenters or producers of programmes if they wish, submitting proposals to the programming committee. The running of the station will also depend on community members getting involved in other operational tasks such as publicity, fundraising and administration and this will be open to all.

Participation in the **management** of the station will be possible by becoming a volunteer's representative on the Board or by getting involved in one of the subcommittees such as the programming committee.

*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.

The community radio station facilities will be open to all members of the local community, once they have received appropriate induction and training and we will make sure that our publicity material makes this clear.

All volunteers will be given an induction session which will include an introduction to the philosophy of community radio and the policies of the station. Induction sessions will be held regularly at different times of the day to suit the community. Each volunteer will be allocated a more experienced volunteer mentor to assist them and provide support.

The next stage will depend on the needs of the volunteer. People who are already experienced in radio production will be given an informal introduction to the equipment. Those with less experience will be able to take part in regular short courses in radio production skills.

We will aim to overcome any barriers that some groups might face in getting involved in the community radio station. We will make sure that our refurbished premises and studio are accessible to people with physical disabilities.

Working in partnership with the Learning and Skills Council (LSC) and other local colleges and agencies, we will be delivering regular accredited Apprenticeships and training courses in various aspects of radio production

Young people from local schools will be able to access vocational training as part of the syllabus for media studies related courses.

Somer Valley FM will provide work placements for school children and students.

*Please continue to the declaration on next page.*



*Declaration continues on next page...*



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

Copy of payment PDF

Please indicate the payment method. Including the following information:

Payment [sent separately]  
Method of Payment [BACS]  
Name of Payee (the person who is making the payment): Efeedback Ltd  
Business Account  
Their Bank Sort Code: 404618  
Account Name (from which the payment is being made): Efeedback Ltd Business Account  
Anticipated Date of Receipt by Ofcom: 6.11.06  
*Copy of Payment PDF attached.*

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

***Somer Valley FM***

**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:<br>(Block Capitals): | Chris Watt             |
| Position:                  | Chair of Interim Board |
| Date:                      | 6.11.06                |
| Signed                     |                        |

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

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

**==ENDS==**