



Performance Reward Grant Scheme

APPLICATION FORM

To be returned to:

Karen Spence, Performance Manager, Performance Team

Email: wiltshirelaa@wiltshire.gov.uk

Area Board	<i>Name of Area Board</i> Devizes	
Form submitted by (contact for all queries)	<i>Insert name, address, email and phone number</i> Alan Truscott, 49 Rotherstone Devizes, Wiltshire, SN10 2DD ATrusc7112@aol.com 01380 726207 on behalf of Devizes Hospital and Community Radio (DHCR)	
Name of initiative		
Brief Description of Initiative	<p><i>Max 100 words – this is a summary only</i></p> <p><i>To consider the feasibility of a community radio station that will either broadcast (radio transmission) or by broadband to the residents of the Devizes Community Area.</i></p> <p><i>It is envisaged that this would be a joint venture between Devizes Community Board, the Town and Parish Councils, community organisations, the community and the professions/amateurs who would maintain the service.</i></p> <p><i>Community radio provides a local service to a named area or group of people (For example, our nearest community radio covers Lyneham air base). They must meet the broadcasting standards which DHCR does. Are run as not for profit organisations so that any advertising income is used to fund the station</i></p>	
Please put a cross against the ambition(s) that this initiative will support	Building resilient communities	X
	Improving affordable housing	
	Lives not services	X
	Supporting economic growth	X
	Safer communities	
	Protecting the environment	
	Action for Wiltshire – combating the recession	
Amount of funding sought	£ 27,700 FM Broadcast £6,950 Broadband Broadcast	

What will this money be spent on? (please show split between capital and revenue. For capital expenditure guidance – see Appendix 1 in the Bid Pack)

At this stage this is an initial bid to ascertain if local funding would be available.

FM Broadcast

Therefore the figures given below are yet to be finalised as it is not known what levels of public consultation and detail that OFCOM require. Nor is it known on what structure the station would be run, eg all volunteers or a paid manager and volunteers (no costs have been included for staff in its initial phase and the all the costs are based on an air transmission licence)

Initial Consultation with community groups
To ascertain the level of interest and commitment
Room hire/postage/stationary £500

Engagement of consultants to undertake the
Public consultation to identify what people would
expect of a local radio station and to prove the
need to OFCOM £15,000

Consultants expenses travel, hire of halls etc £5000

Two years Phonographic Performance Licence
To allow trials in year one and for the initial start
up year. Fee is based on broadcasting revenue
The lowest band has been allowed £1100

Non refundable initial application fee to OFCOM £600

Two years OFCOM Community Radio licence £2000

Completion of the fit out of DHCR's studio
To allow for full community broadcasting £3500

Broadband Broadcasting

Initial Consultation with community groups
To ascertain the level of interest and commitment
Room hire/postage/stationary £500

2 years membership of the Community Media
Association £100

Two years Phonographic Performance Licence
(Small Webcasters licence) the licence fee is based
on the number of listeners and the lowest band has
been taken £450

	<p>Two years Music Limited Online Exploitation Licence. The licence fee is based on the number streams Per year and again the lowest band has been taken £300</p> <p>Two years hosting of the service by the Community media Association £1000</p> <p>Adaption of current DHCR website for use as Community radio website £1000</p> <p>Completion of the fit out of DHCR's studio To allow for full community broadcasting £3500</p>
<p>Please describe how your initiative will support the ambition(s) indicated above, and summarise the action that will be taken</p>	<p><i>Attach separate documents if appropriate</i></p> <p>Building resilient communities The radio station will bring people together from across the local area and will act as a centre for information exchange. For example in the bad weather in January broadcasting help and advice, asking for volunteers to help their elderly neighbours. At the same time providing a platform for democratic debate, local community issues can be discussed allowing opinions to be sought</p> <p>Lives not services It is the people who make a community. It is therefore the intention that much the broadcast content would be provided by the local community and local organisations around a core of either talk or music programmes. It should also be noted that many of the current national radio presenters started in either hospital or community radio so there is also the training of people is skills that may help them improve their job status.</p> <p>Supporting economic growth Long term any community radio station requires revenue funding to pay costs such as the licence fees. This is normally obtained by offering an adverting service for local business. For a small community area the only other way to advertise is using the local press however it is difficult to know if the target audience has been reached. With radio broadcasting by picking which programmes the advert will be place in it can be guaranteed that the target audience is reached.</p>
<p>What makes this initiative a local priority (eg evidence from research and local support)</p>	<p>This application is being made to look at the feasibility and possible setting up of a community radio station and whether or not it should proceed. To enable this to happen OFCOM require that an independent consultation is undertaken of the need and requirements for such a service. However there is no such requirement for the broadband option</p>

<p>How will you know you have been successful?</p>	<p>The simplest way is by the number of listeners, but also the number of communities and local organisations within the Devizes Area that get involved in running and broadcasting on the station</p>
<ul style="list-style-type: none"> How will you measure the impact? (may have more than one measure) 	<p><i>eg performance indicator, public perception survey, number of...</i></p> <p>As with the above question by the number of listeners. To obtain a licence OFCOM requires the initial consultation to show that the radio will be broadcasting what the community wants, there is then an ongoing requirement to ensure that the broadcast content is still that required which will necessitate surveys of the audience and indeed of those stakeholders who provide the service.</p> <p>With the broadband service the PPL requires records to be kept of the number of users of the site to enable the fee to be calculated</p>
<ul style="list-style-type: none"> What is your improvement target (s), and when do you expect to achieve this/these? 	<p><i>In some cases improvement may be achieved in stages, so you may want to give more than one improvement target</i></p> <p>OFCOMs last round of community licences was in 2006 and it is expected they will announce the next round latter this year. It is to ready for this announcement that the initial and public consultations need to be undertaken</p> <p>For the broadband broadcasting the is no allocation of airwaves nor the need for public consultation therefore it is a much quicker process</p>
<ul style="list-style-type: none"> How will you ensure that the improvement continues after the end of the initiative? 	<p><i>Sustainable improvement</i></p> <p>There will be a need to ensure adequate advertising and sponsorship revenue to pay the annual costs</p>
<p>Who will benefit from this initiative?</p>	<p><i>Consider the number of people likely to benefit and the impact on disadvantage or vulnerability in your area</i></p> <p>It is project that will cover the whole of the Devizes Community area. Bring together both the town of Devizes and its associated villages. For those who are socially isolated it will enable them to participate in their wider community by the use of the talk shows and discussion forums.</p> <p>An additional advantage of the broadband broadcasting is that any ex resident of the Devizes area would be able to listen in anywhere in the world</p>

<p>Confirm no unfunded commitments from this initiative</p>	<p>Please delete the statement that does not apply:</p> <ol style="list-style-type: none"> 1. I confirm that there will be no unfunded financial commitments arising from this initiative, or 2. There may be on-going commitments of £ 10,000 [estimate] which will be funded from advertising and sponsorship funding
<p>What are the key risks to success and how will these be managed?</p>	<p><i>That OFCOM will not issues any more community licences</i> This is unlikely as both major political parties are committed to local involvement by communities</p> <p><i>OFCOM do not offer licences in this area immediately</i> By carrying out the feasibility and consultation we would be able to have a proposal to put forward as soon as licences are announced</p> <p><i>Inability to recruit enough volunteers/organisations to operate the station</i> By providing a varied community based output it is anticipated volunteers will come forward, However on going recruitment process will be required to replace those who leave the station</p> <p><i>Inability to raise the revenue funding to maintain the station</i> By showing that we have the listeners then local business will be attracted to advertise on the station. At the same time there would be a need to ensure that the stations advertising rates are below or level those of similar advertisement methods in the area.</p>
<p>Who will manage the initiative</p>	<p><i>Name, role, organisation, contact details</i> Alan Truscott Vice Chairman – Devizes Hospital and Community Radio 49 Rotherstone, Devizes, Wiltshire SN10 2DD</p>

Signed:

Chairman of Area Board

Dated: