
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

WINCHESTER TODAY DAB RADIO COMMUNITY INTEREST COMPANY

Proposed service name:

WINCHESTER TODAY

Radio multiplex service(s) on which the proposed C-DSP service is to be provided:

UK DAB NETWORKS – WINCHESTER

Public contact details:

news@winchestertoday.co.uk

01962 458452

Publication date: 1 September 2020

Contents

Section

1. Overview	3
2. Applicant's details	6
3. The proposed service	17
4. Compliance of the service	28
5. Declaration	31

1. Overview

You should complete this form if you are applying for a community digital sound programme licence (“C-DSP”). You can find further information about C-DSP services in the [guidance notes for licensees and applicants](#).

This application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available on our website.

If you encounter any issues using these forms, please contact broadcast.licensing@ofcom.org.uk.

The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

Publication of information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will be published by Ofcom following the submission of your application. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.

Data protection

- 1.13 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom’s [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom’s regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

WINCHESTER TODAY DAB RADIO COMMUNITY INTEREST COMPANY

- 2.2 Company registration number stated on Companies House:

13058624

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

Eversley Cottage, London Road, Kings Worthy, WINCHESTER SO23 7QN

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

Yes

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

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

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

Full name	Kevin John Gover
Job title	Managing Editor
Address	The Annexe Eversley Cottage London Road Kings Worthy Winchester SO23 7QN
Telephone	01962 458452
Mobile phone	07564 886379
Email	kevin@winchestertoday.co.uk

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

winchestertoday.co.uk

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

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

The whole idea of our radio service is to be financially secure and viable, particularly as there is a limited amount of advertising to be shared in the current market in Winchester.

We will set up year-long affordable, exclusive and attractive advertising / sponsorship packages of £900. Our first package has already been secured from an estate agent in Winchester which has never advertised on radio before – and this deal has already been paid for to help us with our start-up costs. We feel that we have already created a new advertising outlet and have not interfered with any other deals for other organisations who broadcast to the city.

There are another three private companies who have also pledged deals. Our accommodation for the first year is already therefore effectively paid for. We also have funds available in hand to pay the Winchester multiplex for the first year.

We have made great efforts to keep our costs down and will have no presenter or news staff to pay for.

For any ongoing day-to-day financial costs, we will rely on shared offices and facilities to keep those costs down to a bare minimum. Our office space at 'Workshop' in Winchester will cost very a small amount per month. It is affordable and includes all services which would normally be extra (electricity, internet, rates etc).

To try to see if our ideas would work, our online radio service has run with success for three years now.

The radio service Winchester Today has been privately funded so far to get it up and running and established. This has been relatively easy for us. As we are a Community Interest Company, the staff understand and have made clear they are willing to work entirely on a voluntary basis.

As a CIC we will also apply for county and local council grants for training purposes, we will ask for further help from donations and crowdfunding for specific projects – and also ask for Programme Sponsorship as outlined above that will all comply to reach but not exceed the Fixed Revenue Allowance.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Kevin Gover	Eversley Cottage, London Road, Kings Worthy, Winchester SO23 7QN	England	Project: Alfie 150 CIC – Company Number 12949665 Journalism Training for young people	Assessor in Journalism, Highbury College. Freelance journalist.
Jon Gripton	22 Glenhurst Road Plymouth PL3 5LT	England	None	CEO, Bowel Cancer West charity.
John Ellery	7 Midanbury Crescent Southampton SO18 4FN	England	None	Freelance Broadcaster
Dilyara Gover	Eversley Cottage, London Road, Kings Worthy SO23 7QN	England	None	Accountant

2.9 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
Project Alfie150 Community Interest Company	Eversley Cottage, London Road, Kings Worthy, Winchester SO23 7QN
Winchester Today News	47 Southgate Street, Winchester SO23 9EH

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

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

Full name of entity	Address	Affiliates
Project Alfie150 Community Interest Company 12949665	Eversley Cottage, London Road, Kings Worthy, Win- chester SO23 7QN	Winchester Today DAB Radio CIC Winchester Today News
Winchester Today DAB Radio Community Inter- est Company 13058624	Eversley Cottage, London Road, Kings Worthy, Win- chester SO23 7QN	Project Alfie 150 CIC Winchester Today News
Winchester Today News Ltd 12580369	International House, 24 Hol- born Viaduct, London EC1A 2BN (Trading from 47 Southgate Street, Winchester SO23 9EH)	Winchester Today DAB Radio CIC Project Alfie 150 CIC

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

Full name of individual or body	Address	Affiliates
There are no persons or corporate bodies who control the applicant.	N/A	N/A

- 2.12 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.11, and any affiliates of those bodies:

Full name of individual	Name of body in which of-	Affiliates of that body
-------------------------	---------------------------	-------------------------

	ficership held	
N/A		

- 2.13 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.11, and their affiliates:

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

- 2.14 In relation to each body corporate identified in response to question 2.11, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned ("participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
There are bodies corporate which hold or are beneficially entitled to shares, or who possess voting powers.				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

No

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

Licence number	Name of multiplex

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

2.17 Has the applicant held an Ofcom broadcasting licence before?

No

Licence number	Name of service or multiplex

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

No

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex

2.19 Does the applicant control an existing Ofcom licensee?

No

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

Licence number	Name of service or multiplex

- 2.20 Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

- 2.22 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No

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

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

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

No

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

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

- 2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

The applicant has broadcast on major radio networks in the UK since 1988, and on the national news agency Sky News Radio since 2009 without any problems or sanctions.

The applicant has also compiled and read the news on a voluntary basis on radio in Winchester for 2 years, again without complaint or sanction.

The applicant has created a sound broadcasting team with experience and training gained at the highest level within the BBC and commercial radio sector.

The applicant has had compliance training at Sky News and holds an Enhanced DBS Certificate for his training with young people at Highbury College, Winchester Today and project Alfie150.

Two other directors had had compliance training at BBC Solent and BBC News South West. They also hold DBS Certificates

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

No

If yes, please provide the following details:

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

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences.

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

Your proposed service and target community

3.1 What is the proposed service name?

Winchester Today

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

UK DAB NETWORKS – Winchester

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).³

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

Our studio is in the heart of the city at 'Workshop' 47 Southgate Street, Winchester, SO23 9EH

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

N/A

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

We will be serving people who live in the Winchester District and who are directly served by the coverage area of the Winchester multiplex service. We are actively targeting people who are working in / interested in the Arts and who have suffered greatly since the lockdown in March 2020.

We have total support in what we want to do from all the Arts organisations we have written to who are either in Winchester or within 22 miles of Winchester. Winchester is home to Hat Fair – the longest running street theatre arts festival in the UK. It attracts 40,000 people every first weekend in July. The people of Winchester care so much for the Arts here that they raised £225,000 during the lockdown towards the Theatre Royal Survival Appeal.

Both the city and county councils believe in the Arts with moral and financial support, and The Hampshire Cultural Trust supports 23 attractions across the county with workshops, classes and events. Organisations have also provided proof to us that they attract audiences from our area – the Salisbury Playhouse for example have 90,000 people visiting each year, and they tell us 9% are from the Winchester area.

According to the ONS, there are 124,295 people in the area (2018). The area continues to expand and thrive. New high quality building developments at Barton Farm have led to a new primary school supported by the University of Winchester. A new multi-million pound sport and leisure centre is being built in the south east area of the city.

The city is served by two universities – the University of Winchester and the Winchester School of Art (University of Southampton). People like coming to our city. Tourism figures from 2015 (Winchester City Council / tourism south east) show that in 'normal' times more than 5-million day trips were made here, generating £199m.

The city of Winchester is in the centre of our geographical area, along with the Worthy parishes, Littleton, Hursley, Sparsholt, Compton, West Meon, Easton, Cheriton and Alresford. We would also editorially include Bishop's Waltham to the south, Micheldever to the north and Stockbridge to the west.

Almost 70% of occupations in Winchester are listed as professional, managers, senior officials and directors (localstats.co.uk) and are likely listeners.

We are also an 'older' area where the median age is 42, compared to 40 for the UK (ONS, 2019). Because of that, our ideal listener is likely to have been sitting their O Levels in 1976, and loves Joni Mitchell rather than Ava Max.

We talk about the 1955-2021 music span we cover – 66 years of music – with our tagline 'The Music from Your Life'.

Our music is different. The presenters believe passionately in the songs they play. We take time to get it right. Every single song is checked as to where it sits in the playlist before it goes to air.

There's not a single current Top 40 song on our playlist. Only five songs remain from 2020. We are also targeting those disenfranchised by the cutting back of music from the 1960s either on Radio 2 or on 'local' services who no longer adequately provide this music.

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

Winchester Today DAB Radio Ltd is a Community Interest Company. It has no share capital and does not have to keep shareholders happy. We are strongly motivated to involve regular contributors in our Arts programming, and to train more and more young people aged 16-25 in the Winchester / Hampshire area. This is across three areas of broadcasting – radio, podcasting and the Winchester Today channel on YouTube.

To do this will require considerable future investment, and so any profit will be reinvested in mobile recording equipment for our contributors and in broadcast equipment for our training days.

For the contributors: We have already started investing in Sennheiser ST-820 portable 'podcast – style' professional USB microphone sets which come in their own durable mini flight case. The idea is that contributors can plug these into their own computers or laptops and provide us with broadcast quality audio. Two of these units have already been delivered and installed, and the aim is to bring this up to 15. Training on how to install, use them and get the audio to the studio will be given by us. For those with broadband issues, we have also trialled the EE 4GEE WiFi Mini 2 sets which turn convert mobile phone signals into broadband.

For the training days: While we can offer our own training expertise to the 16-25 year olds for free, we understand that expenses are inevitable; each training day has off-site accommodation costs for up to 20 students, travel and catering expenses. We only have one training day a year at the moment, which is run at considerable expense to ourselves. This training day is already over-subscribed and we have a target to increase the days to six a year. We also have to hire in studio and recording equipment at the moment, again at considerable expense. What we would like to do is put in place a 'goal' to gradually buy our own mobile equipment to use at these events. This will be in the form of cameras, lighting and mobile vision mixer to give the students the full experience of learning in a 'studio' environment. Any profit will also help go towards this goal.

Monthly management meetings will also see a financial report generated to ensure income and outgoings are being dealt with correctly.

Social gain

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

Once we identified that we could produce a service that could be seen as being distinctive we conducted an extensive survey with organisations that we already work with, and those others that we have not worked with which could be brought on board.

One of those organisations that we have supported since our beginning is the Winchester Film Festival. We have sponsored this since 2012 and have helped the organisation grow from a very small award-giving ceremony in the Winchester Arts Café to the mini BAFTA-type bow tie ceremony that is now held each year at the Discovery Centre. Hundreds of people enter the competition, and Winchester Today has given them extensive coverage that they have not received elsewhere.

The Creative Arts department at Perins School in Alresford comment on our relationship having been built over the years having been one based on "mutual respect and a love of the Arts". They say our reviews of their performances have helped them to "think bigger and be more ambitious"... so much so that their last production was held at the prestigious 'Grange' in Hampshire instead of the school premises. They say they "cannot thank Winchester Today enough for their support of the School and the Arts at Perins School".

The Cheriton Players note that we have already given them free advertising space, articles and reviews about their organisation. They say the fact that we can already boast regular, professional broadcasters on our team – all unpaid – is testimony to the appeal of the radio station.

Salisbury Playhouse say the team at Winchester Today "work to the highest standards with honesty and integrity in all that they do. The fact that they are prepared to travel from

Winchester to Salisbury during their own time in the evenings is testament to their journalist commitment”.

Mayflower Theatre praised us for our support to the theatre throughout the recent crisis and for what we already had done for them: “You currently supply a great news service to Winchester and beyond online and to gain a licence will further benefit listeners in the area. There is a gap in the market for the era of music that you are planning on playing through the station, and definitely an audience for this”.

The Anvil in Basingstoke has also welcomed the chance to be involved: “As an independent educational charity and the largest performing arts organisation in Hampshire, we look forward to the opportunities that working with Winchester Today would bring to the work of the Anvil Trust”.

But we also want to get out to people who are more socially distanced than ever before, particularly to the east of Winchester. Public transport links through the Worthys towards Alresford are, quite frankly, appalling – as is the non-existent reliable supply of broadband.

We would have an audience who would be able to hear us but would need a three-hour journey to travel 8 miles – so, we intend to go to them instead. There will be regular ‘sessions’ at the Jubilee Hall in Kings Worthy, and Village Halls in Cheriton, West Meon and west to Stockbridge.

Having said all this about the arts, that doesn’t mean to say that other organisations will be left out. Winchester Today’s nominated charity is the Hampshire and Isle of Wight Air Ambulance. We are also supporters of Winchester City Football Club, who say that we provide “unrivalled coverage of the club’s news and matches” – and that they rely on local media like us.

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

Our Winchester Today ArtsPlus programme each Sunday is already a great platform for discussion and opinion. We normally have at least four guests on the programme, and their opinions also provide stories and audio for the news bulletins.

If they are not experienced, or are a little apprehensive about using such technology, we give them training on what to do, and talk to them at length beforehand on why we are taking so much time over it. Nine times out of ten they are amazed by the results.

We are also extremely proud to speak to ‘real people’, many of whom have never been on the radio but who are bursting with energy and opinions.

We also have daily, professionally produced news bulletins – and anyone in Winchester with a news story or opinion is welcome to contribute. Many have also provided their own voice by recording quality broadcast audio into the Voice Memo app on an iPhone and emailing it over.

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

Winchester Today has throughout the lockdown largely managed to provide programming as an online radio station and news service by using computers that didn't have to be situated in an 'office' environment. Presenters and members of the public could simply provide mp3 audio files by email and these were uploaded.

Now that the lockdown is easing, Winchester Today has moved to 'Workshop' in Southgate Street in the heart of Winchester.

The new office is just a six-minute walk from the High Street, and there's even a bus stop right outside the front door.

Not only does this location provide us with our own mini-studio area, but there is no longer any barrier to people who would like to drop by and see us. There are also three meeting room areas in the building in which we can interview people face-to-face, set up a group discussion which can be broadcast, or areas just to relax and have a coffee with community members.

All five members of our broadcast team can provide on-site training on how to hire our equipment free of charge and use it – or as mentioned elsewhere, we are prepared to travel as well.

Management at the Mayflower Theatre have already praised us for our training approach: "The training support that you offer is extremely important to develop new young professional journalists in an era where everyone thinks they are a journalist with social media".

Young journalists at Highbury College in Hampshire also have access to our facilities and training that they would not normally receive (there is currently no radio training at the College on journalism courses). All material is listened to before it goes on-air or is published, to make sure it complies with OFCOM regulations.

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

The lockdown has made Winchester Today think in even bigger terms of getting involved and helping practically. We have been forced to think in different ways and we have succeeded.

We have helped the local NHS Hampshire Hospitals get messages out free of charge during all three lockdowns.

One of the theatre organisations we have worked with recently on a project that went online instead of in the Theatre Royal said: “out of all the radio stations we work with, Winchester Today were the first to call us back. We felt very supported”.

We have helped organisations to diversify during the lockdown. The Cheriton Players have been unable to put on any live performances, so we mixed and created a 15-minute Christmas Show for them which took 20 hours of production and mixing from seven different voice sources. We even paid for all the sound effects they needed.

Christ Church Winchester praised us for producing a music soundtrack that they could play at their socially-distanced open air Nativity.

Gary Marsh is Dementia Advisor for Winchester Today’s music has become the background soundtrack which stops him – for his own sake – becoming too emotionally absorbed in his own work.

Another listener praised our continuing efforts to engage with our audience by saying: “Winchester Today is trying really hard to reach out to local community groups and businesses in a way that modern commercial stations just aren’t able to match”.

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

Our training project Alfie150 has spent many years trying to build up the confidence of young people. Three of our team are actively involved in the provision of this.

One of our team has been an active member in the Scout Association, even to holding a warrant as cub leader.

Two of our team lecture on print journalism at university / college level.

Participation

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

Winchester Today is open to all. We welcome participation and involvement. Members of the community can (and do) contact us all the time with comments and ideas through Twitter, Facebook, by phone, our website (comments are enabled) and email.

Ways in which to get in contact are already prominently displayed on our website, and members of the community are advised that they can contact us at ANY time by traditional methods like the phone as well as social media.

We will hold quarterly meetings with representatives from our key arts organisations, as well as the wider general public either in person or by Teams.

We will hold monthly management meetings to discuss any feedback from our target community.

Everyone will be invited to attend the Winchester Today Annual General Meeting, which we intend to hold out in the community at a different village hall each year.

Accountability

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

We have made available every single kind of communication we can think of available to our audience.

Unlike certain organisations, this is two-way traffic and we do not hide behind anything.

People can Tweet us, call us directly on the phone, write to us... and do!

We Tweet regularly on how people can contact us.

All the different methods of communication are also available on our website.

The community is also welcome to drop by at our main base and leave any message, which is acted on immediately.

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

We have been careful from the beginning to avoid a 'one-way traffic' kind of service and have always made it clear that listeners are free to contact us with suggestions. We have a solid social media base and are extremely pleased that we already have more than five-and-a-half thousand followers on Twitter. This number compares extremely favourably with similar-sized organisations in our area, and better in some cases.

Every single message to us on Twitter – favourable or not - is read and acted upon. We can honestly say that most are favourable due to our ‘friendly’ approach to news and stories. That’s not to say our bulletins and interviews are never challenging; we are not afraid of asking awkward questions to get an honest answer. We have posted messages on a regular basis on our social media for listeners to make suggestions and contact us. We have already acted on suggestions made from members of our target community on news articles. One of the most recent suggestions was to ask if we could make a podcast out of our flagship programme Winchester Today ArtsPlus, as not everyone is able to listen at 5pm on a Sunday due to family commitments. The suggestion will add another three hours of voluntary post-production in addition to the thirty hours it already takes to put together the two-hour programme. This new podcast started on 21st February 2021 and has already seen more downloads than all our other podcasts combined.

We realise that mistakes can occur and we are clear that none are made with any malicious intent. Although the core team takes extreme care, most are either corrections to spelling of names or titles.

If any criticism is received about programmes that have been broadcast, or about an article published on the website, we will offer an instant right to reply, including suggested corrections of any article and / or an apology if necessary. We will also retain recordings of all broadcast programmes for a period of 42 days to check on evidence and produce those recordings and evidence to Ofcom on request.

Draft Key Commitments

Service name: *the on-air name of the programme service (as in question 3.1 of this application)*

Winchester Today

Proposed radio multiplex service: *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

Winchester

Description of target audience:

Those who love the Arts and who have been deprived of quality live performance in Hampshire since March 2020. Those who love quality 60s music which has either been 'removed' from station playlists or which is just not offered.

Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:

Winchester District – the city itself and surrounding villages, as defined by the border of Winchester District – west to Sparsholt and Crawley, South to Bishop's Waltham, east to Cheriton, Ropley and East Meon and north to Micheldever and Sutton Scotney.

Brief statement of main purpose of the radio service, its functions/activities: *describe in no more than 50 words*

To play an active role promoting the Arts to a level not seen here before, as the industry recovers from the pandemic. Significant boost in programming for local theatre, film, festivals, music and live performance. To help inform the audience of the talent involved in the industry.

The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

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

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

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

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

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

4. Compliance of the service

About this section

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

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

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

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

- 4.1 Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

Yes (delete as appropriate)

- 4.2 Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

BBC Managing Editor from September 2010 to December 2019. Responsible for 82 staff on a multi-million pound budget. Responsible for legal, compliance, editorial and health and safety.

- 4.3 How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

Three.

One will listen to all output from contributors BEFORE it is aired to check for any issues. This is currently carried out for all spoken input on our Internet radio service. The second will be responsible for induction and legal training for those who have not had the opportunity to part of such training on any broadcast courses. The third will have an 'overall' responsibility for station output.

All three of these have previously been responsible for teaching the named codes within University or college courses or at radio stations.

We will never use premium rate phone lines or paid-for text services. We use conventional phone numbers only with an 01962 (Winchester) code.

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

All our daytime presenters and producers have already had compliance training at their previous and / or current employers at the highest level. (BBC, ITN, Sky News with the Sky compliance refreshers as recently as October 2020.)

As indicated, all others will receive one-to-one training if they have had not so much broadcasting experience. Most of our output is 'as-live', meaning it can be checked in advance.

- 4.5 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public). Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material⁴ is being broadcast.

The content is overseen by the Managing Editor. All our presenters are already fully aware of their responsibilities gained over many years' experience, and aware of what they may and may not do in their programmes. Live programming is not a priority for us – everything is produced properly before it is broadcast.

All interviews are listened to before they are broadcast to check for any defamatory comments or one-sided opinions without giving the chance for an opposing view. All possible issues and potential candidates are checked in any 'pre-election' period. All music is rigorously checked for foul language before it is broadcast. Potential comedy shows and dramas have already been rejected because of their insistence on using swear words, which to us is simply not acceptable.

Nothing that would offend children is used in our morning or early evening news bulletins when they are likely to be listening. All news stories included on the website are archived properly and 'taken down' if requested by police press offices. As indicated, if there is still a

⁴ This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

problem, all our output will be logged for the statutory time of 42 days and made available to OFCOM on request. NO THIRD PARTY SOURCES ARE USED.

- 4.6 Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

The Managing Editor will be responsible for ensuring key commitments are met.

Information will be sent out every three months to the major Arts organisations in the area that have provided us with their backing.

Stories are updated every day on the website, along with links to those stories on Twitter and Facebook.

We will provide extra coverage of the achievements of young people in the Project Alfie150 training programme so that they can be proud of what they've done.

In depth analysis and extra coverage will also be provided monthly in the short newspaper.

Key achievements will also be outlined at our Annual General Meeting.

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

English

- 4.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

Please do not give names of individual members of staff.

All are fluent in English

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

ies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

KEVIN GOVER

Date of application:

8 April, 2021

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

Company director

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