



**AN APPLICATION TO OFCOM
FOR THE FM
INDEPENDENT LOCAL RADIO LICENCE
FOR NORTHALLERTON**

"It's been shown in the last month that, as far as the people of Northallerton and the surrounding area are concerned, we'd love a radio station. The support is there... good luck to you!"

*Councillor Tony Hall, Mayor of Northallerton
Speaking on Hambleton Radio, 27th August 2004*

August 2005

GENERAL INFORMATION

“A local radio station, with local issues, well done! ...
Let’s have a permanent radio station ... it cannot come soon enough.”

Chris Bardon, Carlton Miniott, Thirsk

(a) Name of Applicant, Address, Telephone and Fax nos., E-mail address:

Name: Harmony Broadcasting Limited

Address: Smithy Farm,
Hopperton,
Knaresborough,
North Yorkshire.
HG5 8NX.

Telephone: (01423) 339230

Fax: (01423) 339230

E-mail: info@harmonybroadcasting.co.uk

(b) Main Contact (For Public Purposes):

Name: Chris Parkin (Chairman)

Telephone (day): Northallerton (01609) 776877
Thirsk (01845) 523877

Email: info@hambletonradio.co.uk

Address: Hambleton Radio,
Solberge Hall,
Newby Wiske,
Northallerton,
North Yorkshire.
DL7 9ER.

(c) Proposed Station Name (if decided):

Hambleton Radio

(d) Brief Description of Programme Service:

A genuinely local, full service radio station for Northallerton, Thirsk, Bedale and the surrounding areas, with local news, features and information forming an essential part of the output.

(e) Main Contact (For OFCOM Purposes):

Name: Chris Parkin (Chairman)

Telephone (day): (01423) 339230

Email: chrisparkin@btopenworld.com

Address: Smithy Farm,
Hopperton,
Knaresborough,
North Yorkshire.
HG5 8NX.

SECTION 105(A):
ABILITY TO MAINTAIN PROPOSED SERVICE

“Hambleton Radio is the best station I have ever had the pleasure of listening to. The music is fantastic, along with excellent local news and event coverage. I have worked in Northallerton for nearly a year now, and have struggled to find a radio station I really enjoy, until you started broadcasting.”

Mark Sissons, Road Safety Assistant, North Yorkshire County Council

1 Ownership and control of company which will operate the licence

(a) Board of Directors

(i) Provide the name, occupation, other directorships, other media interests, background and relevant media experience of each director (executive and non-executive), including the proposed chairperson.

The Northallerton independent local radio licence is about balance! It's about balancing the desire to provide a genuinely local radio service, meeting the specific needs of local people, against the commercial realities of sustaining a station with limited population coverage.

We know that, for this licence to succeed, the Board of Directors and management will require exceptional skills.

Critical to this success is the necessity for the Board to have the appropriate and proven radio experience, as well as the business abilities to operate, expand and sustain the new service.

The Board of Harmony Broadcasting pulls together all these factors. We have brought together proven experience from four radio businesses - Fresh Radio, Hambleton Radio (the broadcasting and trading name of Harmony Broadcasting), Northallerton Local Radio and Laser Broadcasting. Each of these companies has provided input to an agreed strategy that will deliver a new radio service with unrivalled local knowledge and experience.

We believe that such a balance of skills is essential for the success of our plans to launch, operate and maintain a radio station that genuinely increases choice for listeners, and has a real chance of improving the market share for commercial radio in the Hambleton area.

Our Board has direct experience of formulating successful independent local radio licence applications and equally successful station launches.

It has sales and marketing experience across a wide range of radio services, both national and local.

Through Fresh Radio, it has direct experience of operating a marginally profitable radio station in one of the most challenging licence areas; it has a track record of producing award-winning local radio on a tight budget and with limited resources; and it has clearly demonstrated long-term stability of ownership.

These strengths are enhanced further through the financial backing, knowledge and experience of the team at Laser Broadcasting.

Added to all of this, the Board of Harmony Broadcasting has substantial local knowledge, both of the radio market and of the wider local business market. It has comprehensive knowledge and experience of the local community and has fostered strong links across the entire area through five trial services in Northallerton and Thirsk, operated by Harmony Broadcasting (as Hambleton Radio) and Northallerton Local Radio.

The Board Of Directors are:

Chris Parkin (Chairman)
David Parker (Managing Director)
Nigel Reeve (Non-Executive Director)
Jeremy Gartland (Non-Executive Director)
Susan Hall (Non-Executive Director)
Brian Cooper (Non-Executive Director)
Felicity Balfour-Farry (Non-Executive Director)
James Wilson (Non-Executive Director)

Chris Parkin (Non-Executive CHAIRMAN)

Occupation: Electrical Engineer

Other Directorships (during last five years): Albert Innes Limited, Datatrans Communications Limited, Fresh Broadcasting Limited, Fresh Radio Limited, Yorkshire Dales Radio Limited

Other Media Interests: Chairman, Fresh Radio

Chris Parkin is a passionate advocate of local radio and its local ownership. He is the co-founder of two locally owned companies, each of which successfully applied for Independent Local Radio licences in their areas.

His involvement in radio broadcasting started in 1989, when he and a colleague operated the first Special Events broadcast in North Yorkshire under the name Harrogate Festival Radio. When a full-time licence for the Harrogate area became a possibility, they went on to operate three Restricted Service Licences under the Stray FM name and formed Stray FM plc. This company was awarded the Harrogate Independent Local Radio licence in 1993 with 80% of its capital raised from local shareholders.

Chris continued as an active director and successfully defended Stray FM from an aggressive takeover by Minster Sound plc and the GWR group. Despite Chris's best efforts, including an attempted management buyout, the board approved a subsequent approach from a GWR/Radio Investments consortium, but Chris succeeded in raising the price finally accepted by the local shareholders.

Keen to remain faithful to genuine local radio, Chris went on to organise the pioneering trial broadcasts for the Skipton and Yorkshire Dales areas, and became the co-founder of Yorkshire Dales Radio Limited, another predominantly locally-owned company. He has held the post of chairman since its formation, through its successful application for the 'Yorkshire Dales with Skipton' licence in 1996, and for the full duration of its initial licence period – testament to his commitment to long-term involvement as shareholder and board member.

Despite the huge technical and financial challenges of launching an AM radio service across the sparsely populated Dales area, Chris and his fellow board members and shareholders have fully supported the company throughout and have negotiated a number of significant improvements to the service (now called Fresh Radio), including additional relay transmitters and split programming for the north and south parts of the station's coverage area.

There can be few people with greater experience of operating a small-scale radio service in a challenging economic environment. Chris now brings this unrivalled experience to Hambleton Radio, a project he has been involved with since its very beginning as Harmony Broadcasting.

Formerly part-owner of a successful electrical engineering company, Albert Innes Limited based in Leeds, Chris retired in April 2005 after twenty years in the electrical business in order to concentrate on his local radio interests and the operation of Datatrans Communications Limited, a company he formed to provide radio transmission services.

David Parker (Managing Director)

Occupation: Managing Director, Fresh Radio Limited

Other Directorships (during last five years): Dearne FM Limited, Fresh Broadcasting Limited, Fresh Radio Limited, Oakwell FM Limited, Ridings FM Limited

Other Media Interests: None

Although Dave Parker has had a lifelong interest in radio, he trained as a teacher at Durham University and subsequently spent many years working in local government as a Management Services Officer on 'value for money', efficiency and organisational projects for Wakefield District Council and West Yorkshire Police.

He developed his radio experience through volunteering at his local hospital radio station, where he was Programme Controller for more than five years. Additionally, Dave learned the skills of a technical operator and relief presenter at several Independent Local Radio stations in the Yorkshire area.

In early 1990, Dave joined Bradford City Radio, one of the Independent Broadcasting Authority's 'incremental' radio stations. He presented the breakfast show for a year, working on the English language service of this unique multi-cultural service.

Dave returned to local government as Press Officer for Wakefield District Council, while maintaining his freelance work at a number of radio stations. He was instrumental in forming an applicant group to apply for the new full-time licence for Wakefield, and operated three trial services in the City during 1994 and 1995. Dave's work caught the eye of Lincs FM plc, which he joined in 1996 to work on a further Restricted Service Licence, pulling together the final applicant group, local support and, subsequently, writing the successful Ridings FM licence application.

After licence award, Dave was appointed Managing Director of Ridings FM and oversaw the launch of the station and its first full year of operation. Under his direction, the station achieved very respectable audience figures and a prestigious Sony Radio Award for local news coverage after just six months on-air.

As part of the Lincs FM plc management team, Dave helped with trial services and applications in Doncaster, Rugby and, most notably, in Barnsley where (as a diehard Barnsley Football Club fan) he has been involved in the operation of match-day Restricted Service Licence broadcasts for the last eight seasons.

After leaving Lincs FM, Dave undertook a number of freelance projects, including contracts for stations in the Radio Investments group. He has been a regular voice on Stray FM in Harrogate since 2001.

Dave has always believed in genuine local radio and welcomed the opportunity to join Fresh Radio in 2003 as Station Manager and, shortly afterwards, as Managing Director. He has helped to re-position the station, focusing it firmly on its local roots, and steering it to a Radio Academy award as Yorkshire and North East Radio Station of The Year for 2004. Dave continues to strengthen the position of Fresh Radio – an AM service in a diverse, widespread and technically difficult area.

Nigel Reeve (Non-Executive Director)

Occupation: Company Director

Other Directorships (during last five years): Laser Broadcasting Limited, Banbury Local Radio Limited, Chorley Local Radio Limited, Exeter Local Radio Limited, Fresh Broadcasting Limited, Hereford Local Radio Limited, Humberside Local Radio Limited, Ipswich Local Radio Limited, Oxford Local Radio Limited, Shrewsbury Local Radio Limited, Torbay Local Radio Limited, Warwick Local Radio Limited

Other Media Interests: Chief Executive & Shareholder in Laser Broadcasting Limited

Nigel Reeve brings over 35 years of media experience to the Hambleton Radio application.

He began his career with Eastern Counties Newspapers in Ipswich in 1969, transferring to the fledgling Radio Orwell in 1975. After six years in Ipswich, Nigel joined 2CR in Bournemouth as Sales Manager. In 1983, he became Sales Director at County Sound, before moving to Invicta Sound in 1985. Later, as Managing Director at Invicta, he helped deliver a £1million profit and subsequent stock market flotation.

During the same period, Nigel was Chairman of the Commercial Radio Advertising Awards, where he championed improvements in the standard of radio commercials.

In 1991, Nigel joined the launch team of Classic FM, the UK's first national commercial radio station, with responsibility for all sales and marketing at the station.

After a successful five years, Nigel was approached by London News Radio and became Chief Executive there in 1996, transforming a loss-making station to profit by 1999.

At the end of 1999, Nigel established Fusion Radio Holdings, purchasing two stations in London and a third in Oxford. In September 2001, Nigel merged Fusion with Milestone Radio, giving the new company controlling interests in stations in Newbury, Rugby and Basingstoke.

Since the merger, Nigel formed Laser Broadcasting Limited in 2002, a company now involved in supporting licence applications with fourteen groups across the UK.

Nigel is an experienced media sales trainer, having set up the UK's first radio sales training company back in 1986. He brings this expertise, and over 30 years of radio-based knowledge, to the team at Harmony Broadcasting Limited.

Jeremy Gartland (Non-Executive Director)

Occupation: Broadcaster/Radio consultant

Other Directorships (during last five years): Gartland Gunn Media

Other Media Interests: None

Like many others, Jeremy began his broadcasting career in hospital radio, working at stations in Middlesbrough, Darlington and Hartlepool, after studying radio and television at college. While still pursuing his hospital radio interests, Jeremy landed a job answering telephones at TFM in Stockton on the station's popular late night phone-in show, later progressing to the role of technical operator.

In 1992, in addition to his work at TFM, Jeremy became involved with Kix FM, a Restricted Service Licence radio project in Middlesbrough. As Head of Presentation, and subsequently Station Manager, he gained valuable experience that led to a presentation role at TFM itself.

Starting with one regular show each week, Jeremy progressed to present shows in almost every time slot on TFM, including evenings and weekend breakfast. He later joined TFM's sister station, Great North Radio, presenting the late-night 'Gentle Touch' show and other daytime programmes. Jeremy also presented shows on Metro FM, before moving to Wear FM in Sunderland, where he presented the evening show for more than a year.

Jeremy has had a lifelong interest in computers and technology and, in 1999, he set up a company producing computer software for the radio industry including 'Gabriel', a computerised playout system for on-air use. This system is currently used at Fresh Radio and by a number of radio stations at home and abroad.

Since 2000, Jeremy has been presenting programmes for Fresh Radio, immediately adjacent to the Northallerton licence area, progressing to the role of Station Manager for the northern part of its broadcast area. Additionally, he presented programmes for Harrogate-based Stray FM for three years, including breakfast, mid-mornings, evenings and weekend breakfast.

From his studios in Stockton, Jeremy regularly produces commercials, voiceovers and live radio programmes, while his company 'Gartland Gunn Media' continues to go from strength to strength.

Jeremy has been involved in the Hambleton Radio project from the start, and has been responsible for the programme output of the trial services in Northallerton and Thirsk.

He brings a wealth of local knowledge and understanding to our team, in addition to his programming, management and presentation expertise.

Susan Hall (Non-executive Director)

Occupation: Financial Director

Other Directorships (during last five years): Laser Broadcasting Limited, Banbury Local Radio Limited, Chorley Local Radio Limited, Exeter Local Radio Limited, Hereford Local Radio Limited, Humberside Local Radio Limited, Ipswich Local Radio Limited, Oxford Local Radio Limited, Shrewsbury Local Radio Limited, Torbay Local Radio Limited, Warwick Local Radio Limited

Other Media Interests: None

Susan Hall is a Financial Controller, bringing over twenty years of media and marketing accountancy, planning and reporting skills to the Harmony Broadcasting application.

She started her career at Bourne Publicity Limited, where she worked for sixteen years, progressing to the role of Finance Manager.

She left Bourne Publicity after being approached by an American-owned multinational IT Company and joined its team with responsibility for reporting financial statements for the UK operation into the US head office.

Susan's direct radio experience started in 2001 when she joined Fusion Radio Holdings Limited as Group Financial Controller.

She worked on the flotation of the company on the AIM market in June 2003.

In January 2004, Susan joined Laser Broadcasting Limited as Finance Director with a brief to oversee all aspects of company business.

Subsequently, Susan has worked on the financial aspects, and has managed accounts, for the fourteen applicant groups Laser is working with. She has been involved in financial planning for this application, and will continue to support Harmony Broadcasting Limited throughout all stages of its development.

Brian Cooper (Non-Executive Director)

Occupation: Retail Manager

Other Directorships (during last five years): None

Other Media Interests: None

Brian Cooper is a Retail Manager with a passion for local radio. For many years, he pursued this passion through voluntary involvement in hospital radio.

Brian developed his input by setting up a registered charity to produce pre-recorded, syndicated, programmes for hospital radio stations across the country.

He was a founder member of Harmony Broadcasting, having been involved in its inaugural trial services in Harrogate, and worked with Fresh Radio in the Dales during the 2002 Wensleydale Show Restricted Service Licence broadcast.

Brian played a key role in the Hambleton Radio trial services in Northallerton and Thirsk, taking responsibility for sales and promotional elements of the services.

Outside of radio, Brian has many years of retail management experience. Although his working commitments mean that Brian will be stepping down as a Director following licence award, he intends to continue to follow the progress of the station and will offer assistance where he can.

Felicity Balfour-Farry (Non-Executive Director)

Occupation: Website Manager/Outreach/Community IAG Coordinator

Other Directorships (during last five years): None

Other Media Interests: None

Felicity Balfour-Farry has a high profile in the Thirsk area. Combining three separate roles within North Yorkshire County Council (NYCC), she writes and produces the NYCC Community Education Service Thirsk District Website, acts as an Outreach Co-ordinator at a Thirsk-Based Youth Project Internet Café and tutors, on behalf of NYCC, the BBC WebWise online course.

Originally from the south coast, and having trained at Froebel College Roehampton Institute, Felicity spent her early career in the educational sector, specialising in nursery years teaching at a variety of inner city and rural schools.

Felicity and her husband moved to Thirsk following the birth of their daughter, who is now aged seventeen.

Felicity's work at Thirsk Clock (the Youth Project Internet Café, based in the Market Place) brings her into regular contact with both residents and visitors to the town, and managing the Community Education Service website puts her at the heart of educational and youth-oriented activity in the Thirsk area.

On a voluntary basis, Felicity has been a tutor in the Government's Adult Literacy Programme, has been a 'listener' to readers in a local primary school as part of the National Literacy Strategy, and is currently a Mentor for Year 10 and 11 students at Thirsk School.

Felicity has played an active role in supporting Hambleton Radio's work in and around Thirsk, since her initial appearance as a studio guest during our trial services.

Felicity brings to the Board a wealth of local knowledge and contacts and will help us to develop and maintain strong community and educational links.

James Wilson (Non-Executive Director)

Occupation: Broadcaster

Other Directorships (during last five years): Fresh Broadcasting Limited, Fresh Radio Limited, Yorkshire Dales Radio Limited

Other Media Interests: Company Secretary, Fresh Radio

James Wilson has many years experience of local media and fully subscribes to our group's views on genuine local radio.

He started his career at BBC Radio Leeds shortly after the station was launched, as one of the station's first formal trainees. Since then, he has worked in both television and radio across his native Yorkshire.

As a freelancer, James worked at Yorkshire Television in Leeds, assisting with the production of the company's two Telethon broadcasts and attending annual political party conferences. He acted as personal assistant and stage manager to Geoff Druett, Yorkshire Television's Political Editor, helping with the production of a run of shows at venues across the North of England.

For some time, he worked with AA Roadwatch, broadcasting travel bulletins on all of the BBC local radio stations in the North of England, as well as a number of commercial stations.

He was a member of the group that launched Stray FM in Harrogate, presenting programmes both during the trial broadcasts and latterly after the station won the full-time licence.

With Chairman Chris Parkin, he helped write the successful application for Yorkshire Dales Radio, now Fresh Radio, broadcasting across Skipton and the Dales.

As a Director of the Company, and with a background in journalism, James took responsibility for formulating news and current affairs coverage on the new station – and later took a full-time role as News Editor, a position he still holds.

James' unswerving commitment to local radio was further demonstrated during the 2001 Foot & Mouth Disease outbreak in the Dales, where he orchestrated the station's coverage at a time of local crisis. His work, and that of the station, was mentioned in the House of Commons during a debate on local radio and James was invited by the BBC to speak about handling the crisis at the annual Radio Festival in 2001.

James has served on the BBC Local Broadcasting Advisory Council and has been elected to the local council in the towns of Pateley Bridge in Nidderdale, and Barnoldswick in East Lancashire.

- (ii) If there are firm plans to appoint any further directors, provide information (with details of any specific individuals in mind). This information may be submitted in confidence.**

There are no plans to appoint further directors, but the Board will continue to be able to take advice and experience from the following individuals from within the local community. They have provided support during our trials and will have an independent, voluntary role within the new station.

Neil Lewis is the Managing Director of TX Techniques Limited, a Harrogate-based radio transmission equipment manufacturer. He and his company have been actively involved in many of our trial broadcasts. Neil will continue to be involved with the technical and transmission aspects of the company's operations.

Stuart Kite is a Northallerton-based businessman and entertainer. He has worked closely with us throughout the last two years, was involved in several trial services and assisted in preparatory work for this application, in particular with the monitoring of existing local radio services. Stuart has close contacts with many charitable and community organisations in the Northallerton area. We will continue to be advised by him on community-related matters and he will attend some Board meetings. Stuart is also a pre-application and post licence-award shareholder.

Tony Jordan is a Public Relations Officer and President-elect of the Rotary Club of Thirsk and has been a dedicated supporter of our work in promoting the Thirsk area as part of this licence application. Tony has close contacts with many charitable and community organisations in the Thirsk area. We will continue to be advised by Tony and he, too, will attend some Board meetings.

(b) Proposed Investors and Shareholding Structure

Full details of the shareholding structure should be provided, including:

(i) Names and addresses (the latter may be submitted in confidence) of all existing or proposed shareholders.

Details of proposed shareholders are listed below. A full breakdown of all shareholder details, with addresses, has been supplied in confidence as Appendix 1 of this application.

Name:	Total Shares Post Award:	Final Percentage:
Fresh Broadcasting Limited	55,800	40.00%
Laser Broadcasting Limited	50,787	36.41%
P. C. & A. B. Parkin	16,176	11.60%
J. & A. Gartland	3,000	2.15%
Estate of R. Whiteley	1,769	1.27%
G. Crow	1,769	1.27%
B. Cooper	1,500	1.08%
N. Atkinson	1,415	1.01%
S. Kite	1,400	1.00%
D. Parker	849	0.61%
M. P. George-Powell	793	0.57%
P. Hargreaves	792	0.57%
R. A. Hargreaves	792	0.57%
S. Bell	708	0.51%
J. Evans	453	0.32%
D. Watson	442	0.32%
E. Walker	354	0.25%
Newsquest	354	0.25%
D. Grimston	177	0.13%
J. Wilson	170	0.12%
Share Capital	139500	100.00%

(ii) Total number, class/classes of shares and issue price of shares (specify voting, non-voting, preference, other etc).

The shareholding structure comprises a total of 139,500 shares. Of these, 27,000 have been issued to cover the costs of the licence application. This includes Restricted Service Licence costs, research and licence application charges.

The nominal value of these shares is £1. 12,000 have been issued to the original Harmony Broadcasting Limited shareholders, 4,000 to Fresh Radio Limited and 11,000 to the Northallerton Local Radio shareholders who have now joined the Harmony Broadcasting application.

112,500 new shares will be issued post-licence award. These shares will be issued at a premium of £1 per share, giving a share purchase price of £2 that will raise £225,000 additional capital.

This shareholding structure has been designed to reward the 'high-risk' pre-licence award shareholders who supported the initial Harmony Broadcasting and Northallerton Local Radio ventures, whilst not discouraging additional new investors post-licence award.

All shares will be ordinary and voting.

(iii) All voting shareholders and holders of 5% or more non-voting shares and loan stock should be named. State the number, class/classes and price of shares to be issued to each investor.

Fresh Broadcasting Limited	55,800	40.00%
Laser Broadcasting Limited	50,787	36.41%
P. C. & A. B. Parkin	16,176	11.60%
Other Shareholders Total	16,237	11.99%
Total Issued Shares	139,500	100.00%

The major shareholder in the post-licence award company, at 40%, will be Fresh Broadcasting Limited. This is the holding company for Fresh Radio Limited. Fresh Radio Limited holds the Independent Local Radio licence for the Yorkshire Dales with Skipton, broadcasting as Fresh Radio.

Laser Broadcasting will be the second largest shareholder, at 36.41%. Laser Broadcasting Limited is a 25% shareholder in Fresh Broadcasting Limited.

P. C. & A. B. Parkin are the third largest shareholder, at 11.6%. P. C. & A. B. Parkin are also 29.9% shareholders in Fresh Broadcasting Limited.

Several of the smaller Harmony Broadcasting shareholders also have small shareholdings in Fresh Broadcasting Limited. Details can be supplied on request.

(iv) Outline any shareholders agreements or arrangements which exist.

Pre-application shareholders were offered the option to purchase additional shares, at the £2 price, following a successful licence award.

All existing Harmony Broadcasting shareholders who have indicated their wish to take up this option, and all new shareholders, have signed an irrevocable agreement to do so subject only to the Company being successful in its application.

In the unlikely event that any prospective shareholders are unable to proceed with their irrevocable undertaking, the shares would be offered to the remaining shareholders in proportion to their undertakings. Should any of these shares not be taken up, Fresh Broadcasting Limited and Laser Broadcasting Limited have undertaken to purchase any outstanding shares in proportion to their companies' proposed holdings.

(v) Where a corporate body other than a current Ofcom licensee will be providing 30% or more of the required funding, details should be given of its directors and main shareholders, and of its activities.

Laser Broadcasting Limited will hold 36.41% of the post-licence award company. The Company was established in 2002 to bid for local FM Radio Station licences and acquire minority holdings in existing commercial radio stations. Ofcom is aware of Laser Broadcasting and its activities, and Harmony Broadcasting would be pleased to provide more information upon request.

(vi) Ofcom may request additional information (e.g. a banker's letter, statutory/management accounts) regarding the shareholders, or any other providers of finance, listed in the application.

We would be pleased to provide any additional information as required.

(c) Involvement of the Applicant in Specified Activities

Details are required of the involvement by the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicants total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

(a) Advertising agencies:

None

(b) Newspapers:

None

(c) Other broadcasting interests:

Fresh Broadcasting Limited is the holding company for Fresh Radio Limited, an Ofcom licensee holding the Independent Radio Licence for the Yorkshire Dales with Skipton and broadcasting as Fresh Radio.

Laser Broadcasting Limited is a 25% shareholder in Fresh Broadcasting Limited.

(d) Bodies whose objects are wholly or mainly of a religious nature:

None

(e) Bodies whose objects are wholly or mainly of a political nature:

None

(f) Local authorities:

None

(g) Other publicly-funded bodies:

None

***Applicants should note that this information is required for the purposes of checking compliance with the ownership rules, and is not relevant to an applicant's ability to maintain its proposed service. If none of the categories above apply to the application this should be clearly stated.**

2 Financial and business plan

(a) Overall Financial Strategy

Provide a concise summary of how the applicant considers it is able to establish and maintain, throughout the licence period, its proposed service, and how this licence fits in with the investors' strategy.

Outline Summary

This application brings together the work of two previously separate applicant groups – Hambleton Radio and Northallerton Local Radio – and involves four companies with significant broadcast radio experience.

All of those involved believe in the concept of local radio being locally operated and locally owned. All are committed to establishing a genuinely local radio service that will extend the choice for listeners in an area currently dominated by media based in Teesside or Tyneside and that, editorially, make no significant contribution to the Hambleton district of North Yorkshire.

Our application has a range of unique strengths:

- The Board Of Directors combines substantial radio expertise and experience with significant financial awareness and direct local knowledge.
- The involvement of Fresh Radio, the immediately adjacent local commercial radio station, allows the sharing of resources, management and costs.
- The Fresh Radio team brings the direct knowledge and experience of operating a minimal-cost radio service in an economically challenging area, and have repeatedly demonstrated the ability to produce good, relevant and genuinely local radio. This year, Fresh Radio was the recipient of the Radio Academy Station of the Year award for Yorkshire and the North-East.
- The involvement and commitment of Laser Broadcasting Limited brings vast radio expertise and has significantly increased the financial strength of this application.
- The local support and awareness generated from the five trial services over a two-year period will be of great value in helping us quickly to maximise both audience and advertising revenue for the new station. Additionally, these five trial services have helped us build up the best possible picture of the needs of the area, through direct experience and extensive market research.
- The presence of local and committed shareholders, added to the Board's own commitment, demonstrates a long-term strategy, rather than a short-term plan.

With these strengths, we believe we can operate a financially successful local radio station for the Hambleton district of North Yorkshire, and can maintain this for the full licence period.

Basis Of Business Plan

The history of this application demonstrates our clear understanding of the local radio market in the Hambleton area, and our understanding of the financial realities of operating a station in a potentially 'marginal' area (by local radio standards).

It also demonstrates a clear determination to provide a full-service station that will be a real asset to the area and will help to win back the declining audience for local commercial radio.

Originally, two individual potential applicant groups, Harmony Broadcasting Limited (trading as Hambleton Radio) and Northallerton Local Radio Limited progressed separate plans to create a radio station for the Northallerton area.

It was clear to Hambleton Radio from a very early stage, even prior to our launch of the first trial broadcast in the area, that a completely stand-alone station was simply not viable in the long term, particularly if the adult population coverage was to be no more than 30,000.

Although we successfully demonstrated that temporary licences could be operated, we understood the harsh economic realities of launching a full-time service for Hambleton.

Because of Hambleton Radio's close association with Dales-based Fresh Radio, with the two Boards having some common Directors, it was possible to directly address this challenge by taking advantage of the ability to share radio station resources and management.

Hambleton Radio's plans continued on this basis and the group was able to practically test the proposed concept of sharing resources with Fresh Radio during further trial broadcasts in both Northallerton and Thirsk.

At the same time, two more temporary services in Northallerton were organised by a competing local group, Northallerton Local Radio, that already had the backing of Laser Broadcasting. Its trial broadcasts were equally successful, but it too had to face the challenge of the economics inherent in the stand-alone proposal initially drafted by the group.

The logical solution was the combination of all available resources from the two groups into a single application. The end result of the merger is an appropriate economic solution that creates a radio station maintaining genuinely local programming, but sharing operational and financial resources with both Fresh Radio as an immediately adjacent station, and with Laser Broadcasting's financial input and expertise.

Local shareholders from both applicant groups understand and welcome these developments, which we now believe offer the best opportunity to create a badly needed local resource for Hambleton within a realistic financial structure.

Operating Principles

Although the licence advertisement centres on Northallerton, we have identified the essential requirement to draw on as large an audience as possible within the constraints of the advertised service area. In particular, we recognise the importance of serving Thirsk as the second largest town in Hambleton district. We deliberately chose to undertake trial services in both Northallerton *and* Thirsk as part of our preparations for this application.

We have chosen a transmitter location that will offer optimum coverage of Northallerton and Thirsk, whilst still meeting the restrictions set out in Ofcom's coverage brief. Using the site specified in our answer to Question 3, we can achieve a Total Survey Area of 39,000 adults, which we believe will result in a financially successful station, bearing in mind the resource sharing that we propose.

The Board of Harmony Broadcasting has a wealth of expertise in launching new radio services to a strict budget (see Director details in our answer to Question 1a). Significantly, the required skills and relevant people to oversee both the setting up and launch of the new service are already in place at the immediately adjacent Fresh Radio, without the need to incur a substantial pre-launch staff budget.

Additionally, Fresh Radio has enjoyed stable and consistent ownership and management in the long term, having had the same owners, Board and Chairman since it launched in 1997. To achieve this goal, measures have been implemented at Fresh Radio to safeguard longevity of ownership, and similar structural policies are already in place at Hambleton Radio. For both Fresh Radio and Laser Broadcasting, this Northallerton licence fits with both groups' strategies of planned, sensible expansion.

Fresh Radio will provide management and some other services to the new licence under a fixed price contract that includes a profit-sharing element. Laser Broadcasting will provide additional management services and back-office services where required.

Local advertising sales and, in particular, the ability to attract the smallest of local businesses to radio, will be paramount to the success of Hambleton Radio. Through a total of five trial services, we have

demonstrated the ability to attract local business with sensible advertising rates and the ability to target local customers, without the wastage or expense of regional advertising.

Over its eight-year existence, Fresh Radio has accumulated substantial experience of attracting revenue from small advertisers in sparsely populated areas. Economic necessity has required the station to 'think outside of the box' in order to maximise existing revenue streams and to source additional revenue opportunities.

In response to local advertisers' expressed concerns about wasting campaign exposure across parts of the vast transmission area to which they do not provide goods or services, Fresh started to sell airtime separately on its north and south transmitters. Now, for example, a small shop in Richmond benefits from a cheaper, more efficiently targeted radio campaign that only reaches listeners in the immediate vicinity. This innovation substantially extends the affordability of radio to a greater number of advertisers, whilst significantly adding to Fresh Radio's revenue streams. By simultaneously broadcasting different commercial breaks to the north and south of the transmission area, listeners are exposed to more locally relevant advertising messages.

Another example of Fresh Radio's innovative approach is its ability to offer advertisers bi-media campaigns that enhance both their value for money and their results. The station produces two separate editions (one for the north, the other for the south of the transmission area) of a free bi-monthly 32-page magazine with full-colour cover. Distributed both through door-to-door delivery and from pick-up points, the publication comprises original local editorial and local advertising. As well as offering advertisers a unique, combined, radio and print advertising package, the magazine supplements traditional revenue streams and meets the station's marketing and station awareness needs.

Both of these approaches demonstrate a commitment to providing extremely local and highly relevant content to both advertisers and listeners, even within a single station's transmission area. With this application, we plan to extend the same concept of "super-local" activity to the Hambleton area to help us maximise the new station's advertising revenues and to create high levels of brand awareness.

In programming terms, Fresh Radio has embraced technological advancements to enable effective local radio to be produced in a cost-effective way. It has enabled Fresh to target not only advertising content, but also to produce two different hourly local news bulletins to different audiences in the north and south of the area. Technology has also allowed production of live station programming from either of Fresh's studios in Skipton or Richmond. The effectiveness of this commitment to highly localised programming was clearly acknowledged through the station's recent receipt of the Radio Academy award.

Hambleton Radio utilised two of its Restricted Service Licence trial broadcasts to test the principles of sharing resources between a Northallerton station and the 'parent' Fresh Radio.

This model, which will be carried forward to the full-time service, provides for dedicated, genuinely local programming originated from within the service area, but benefits from shared management and administrative support from the adjacent station.

We are convinced that our application is robust in programming and, more critically, in financial terms, and that our company and its Board have the ability, the determination, and the financial resources to ensure it will succeed.

(b) Funding

Detail the sources of finance that will be used to fund the licence, under the following headings:

(i) Share capital

The issued share capital of the Company will be £252,000 which, as demonstrated by our financial projections, we feel is a realistic figure for a licence of this size – particularly bearing in mind the desire to realise a return on investment within the initial licence period.

Shares to the value of £27,000 have already been issued, and this has provided funding towards the operating costs of our various trial services, audience and market research, and the costs of preparing this application.

(ii) Loan stock

None

(iii) Leasing/HP facilities (capital value)

Provision has been made in our financial projections for the leasing of two company vehicles for use by the station's Sales Executives.

These would be leased on a three-year contract basis, and we have allowed a figure of £5400 per annum to cover these costs.

We may look to offset some of this cost through a contra-deal with a local motor dealer, but have made the allowances in the event this does not happen.

(iv) Bank overdraft

None required

(v) Grants and donations

None

(vi) Other (please specify)

None

Where relevant, provide information on:

(i) Loan terms (e.g. interest rate, repayment terms, redemption/conversion terms)

Not applicable

(ii) Assets leased

Transmission equipment for Hambleton Radio will be supplied, installed and maintained through a Total Broadcast Contract with Datatrans Communications Limited.

Datatrans is the current service provider for Fresh Radio Limited, in the adjacent Independent Local Radio area.

Transmission equipment will be manufactured by TX Techniques Limited, Harrogate.

Both the manufacturer and the Total Broadcast Contract provider are adequately resourced to provide the required service as detailed in our transmission proposals in answer to Question 3.

All of the funding above should be confirmed to the applicant. Explanation should be provided if this is not the case.

Harmony Broadcasting confirms that all of the required funding has been agreed and will be put in place, subject only to the licence award.

(c) Financial Projections

The purpose of this question is to allow the applicant to demonstrate its understanding of the market. The forecasts should be based on reasonable assumptions, that are logically applied and justifiable.

The applicant should provide financial projections on an annual basis for the licence. The projections must include:

- (i) Profit and loss accounts**
- (ii) Balance sheets**
- (iii) Cash-flow forecasts**

The period covered is at the discretion of the applicant, but should be justified. The forecasts should be supplied on an Excel spreadsheet or similar, with any accompanying guidance notes. The applicant must also complete and submit the spreadsheet entitled 'Financial Template' located at www.ofcom.org.uk/radio/ifi/rl/commer/ar/lapr/ftap.xls using information from its business model.

This section must include a full listing of the underlying assumptions on which the financial projections are based, relating such assumptions clearly to other parts of the application (e.g. proposed format, extent of coverage area).

The applicant should detail how revenue figures were derived, distinguishing between local, national and sponsorship revenue.

The response to this question may be submitted in confidence.

The population

The geography of the Hambleton district renders it technically unfeasible for our proposed radio station to cover the entire population from a single FM transmitter. If, in the future, the possibility existed to extend the station's coverage area to the southeast corner of the district not presently included in our proposals, we would certainly welcome the opportunity.

The district of Hambleton (15+ population 68,943: 2001 Census) is an oasis of affluence and prosperity in the Yorkshire & Humber region. The government's National Statistics Office classes Hambleton in its "Prospering Smaller Towns" category of local authorities, most of which are located in south and central England. The most typical towns in this group are defined by the government as Maidstone and Stroud, with which Hambleton shares more common attributes than geographically nearby areas such as Hull and Barnsley.

Hambleton's prosperity has seen its population grow phenomenally and exhibit characteristics atypical of neighbouring areas. Between 1982 and 2002, Hambleton's population grew by 12.8%, compared to an increase of only 1.5% for the whole Yorkshire & Humber region. Hambleton has a significantly older population, with an average age of 40.9 years, compared to 38.6 years for England & Wales. 61% of the population are aged over 35 years, compared to 55% for the UK. The proportion of 15-34 year olds in Hambleton is only 21%, compared to the UK average of 26%.

The 2001 Census data demonstrates that Hambleton comprises a well-educated, prosperous, economically secure population. Of the 21 local authorities in the Yorkshire & Humber region, Hambleton has:

- the highest proportion of married or re-married persons (61%, compared to average for England & Wales of 51%);
- conversely, the lowest proportion of single persons (22%, compared to the average for England & Wales of 30%);

- the highest proportion of households with two or more cars (42%, compared to the average for England & Wales of 29%);
- conversely, the lowest proportion without a car (14%, compared to the average for England & Wales of 27%);
- the second highest proportion of residents (after Harrogate) educated to degree level (24%, compared to the average for England & Wales of 20%)
- and the sixth highest proportion of owner-occupied households (73%, compared to the average for England & Wales of 69%).

Only 2% of the adult population of Hambleton are unemployed, compared to 4% for the Yorkshire & Humber region. And 13% of the adult population are self-employed, compared to 7% for the Yorkshire & Humber region. Council housing comprises less than 1% of households in Hambleton, compared to 17% for the Yorkshire & Humber region. In 2002, the average price for a semi-detached house was £110,804 in Hambleton, considerably closer to the average for England & Wales of £119,748 than to the Yorkshire & Humber average of £77,896.

The population of Hambleton is projected to grow by 8% between 2003 and 2028, compared to 7% for the Yorkshire & Humber region. The average age of the population will increase considerably over this period, with the number of over-45s projected to grow by 30%, while the number of 15-34 year olds is projected to fall by 4%.

The media market

RAJAR data for the wider Teesside region shows that local commercial radio's audience is in decline [see answer to Question 6, Research Project #4]. Hours listened to local (excluding regional) commercial radio have fallen by 38% over the last five years. Most of this decline is attributable to heritage station TFM that has lost half its hours listened since 2000 and now records an 8% share of listening, compared to 17% five years ago. Some of this listening has transferred to the two regional commercial stations – Century and Galaxy – based on Tyneside, but an even greater share has switched to BBC Radio Two. The BBC's share of listening has grown tremendously from 41% five years ago to 48% today, while commercial radio's share has fallen from 58% to 51% over the same period. The net result has been a significant shift of listening away from both local radio and commercial radio. There is nevertheless a significant appetite for radio in Teesside, as hours listened to all radio are up 8% since 2000 (compared to no change nationally, when indexed for population changes).

To determine whether the radio listening patterns observed in Teesside applied equally to Hambleton, we asked questions about residents' listening habits in several of our research studies [Research Projects #1, 2, 7, 8 and 9]. The results were broadly similar. BBC Radio Two was the most listened to station, while heritage station TFM attracted few mentions. Our findings also confirmed that, in Hambleton too, listening to BBC Radio Two had increased over the past year while listening to TFM had declined [Research Project #9]. This did not appear to be a deliberate move away from local media and towards national networks. Local people in our focus groups [Research Projects #2 and 8] were clearly telling us that existing "local" radio stations provided almost no editorial coverage of Northallerton or Thirsk. Although TFM's base of Stockton-on-Tees is only 25 miles from Northallerton, perceptually it is viewed as a world away from the lives of residents of North Yorkshire's county town. Our own research [Research Projects #5 and 10] provided empirical evidence confirming that neither Northallerton nor Thirsk were a priority within the editorial coverage of local or regional commercial stations that are audible in the Hambleton market.

Asked about their main source of local news and information, Northallerton residents unanimously named the weekly local edition of the Darlington & Stockton Times newspaper. Our own analysis of a random issue [15 July 2005] of the North Yorkshire edition showed that half the column inches on the front page pertained to Hambleton district, while inside were more than twenty relevant news stories. The results of our consultation exercises and the follow-up research after the trial broadcasts [Research Projects #1, 3 and 8] demonstrated that demand exists for a kind of radio version of this local newspaper – a reliable source of news and information that Hambleton residents will turn to when they want to know what is happening in their area. Radio's obvious advantage over a weekly paper to its listeners is the immediacy with which it can bring a news story to the public's attention.

The succession of trial broadcasts we organised in Northallerton and Thirsk developed and honed this unique role that radio can play as the only immediate source of local news and information. We were extremely heartened to learn from our research that our efforts were much appreciated. After the second Northallerton broadcast, 65% of residents said they were aware of the station, while 68% said they would be “very likely” or “likely” to listen to a permanent station with a similar format [Research Project #1]. After the fifth trial station, 89% said they would be “very likely” or “likely” to listen to a permanent local station, while 59% said they would listen less to BBC radio stations in order to make time for the new service [Research Project #7].

Each of the five trial broadcasts offered us the opportunity to refine our ideas of the type of programming and presentation style that would appeal to the target audience. The direct feedback we received from listeners, combined with the results of our market research programme, enabled us to make a definitive statement about the content and style of the proposed station that we knew would be successful. When we tested this specific station description [see answer to Question 4] with local people, they supported the proposal wholeheartedly. In the two focus groups we organised, there was not a single voice of dissent [Research Project #8]. In the final questionnaire we organised [Research Project #9], 74% of those asked said they would be “very likely” or “likely” to listen to a new local radio station of that specific description. We believe that such wholehearted endorsement of our well-developed, detailed plans for the new station affirms the extent to which we have analysed and understood the market that we intend to serve.

Financial Projections

Profit and loss accounts, balance sheets, cash-flow forecasts and other supporting financial information have been submitted separately, in confidence (Appendices 2 and 3).

Staffing Resources

Full details of projected staff resources and associated costs are included within the Financial Projections (included as a confidential appendix). For illustrative purposes, staffing will be:

Salaried Staff

- 1 x Programme Controller/Station Manager (Full Time)
- 1 x Presenter/Community Features Co-Ordinator (Full Time)
- 1 x Journalist (Full Time)
- 1 x Senior Sales Executive (Full Time)
- 1 x Sales Executive (Full Time)
- 1 x Admin/Sales Support (Part Time)

Freelance Staff

- 1 x Presenter (5 shifts, Mon-Fri)
- 1 x Presenter (2 shifts, Weekends)

An allowance has been included in our financial projections for holiday and sickness cover.

Management and other support services will be provided under a Management Contract with Fresh Radio.

(d) Audience Projections

Provide the following information:

(i) The projected adult (aged 15+) population of the Total Survey Area (TSA) within which it is intended to measure the listenership of the service.

The projected adult population (aged 15+) is 39,000, as detailed in our answer to Question 3 of this application.

(ii) Projections for listenership ratings (e.g. weekly reach, average weekly hours of listening) over the first three years of the service, with detailed demographic breakdowns as appropriate.

Our extensive research has demonstrated the wide appeal of the proposed radio station to a substantial portion of the potential audience over the age of 25. Our analysis has determined that the station's projected performance will be:

	YEAR ONE	YEAR TWO	YEAR THREE
Adult (15+) TSA	39,000	39,000	39,000
Reach %	25 %	27 %	30 %
Reach #	9,750	10,530	11,700
Average hours	10.0 hrs	10.5 hrs	11.0 hrs
Total hours	97,500	110,565	128,700

(iii) The expected impact of the proposed service on existing services, in listenership terms.

Information concerning the effect on the existing radio market has been derived from our market research. Our projections show that within our 39,000 Total Survey Area:

43% of the listening will be "new" listening added to existing total hours;

57% of the listening will replace listening to existing stations including:

- BBC Radio Two (13,894 hours less in Year One)
- BBC Radio One (7,781 hours less in Year One)
- BBC Radio Four (5,002 hours less in Year One)
- Century FM (5,002 hours less in Year One)
- TFM (5,002 hours less in Year One)

(iv) The basis on which the estimates above have been calculated, and any assumptions taken into account.

Audience Projections:

Our projections for the performance of the station in its first three years have been derived from analysis of empirical data from RAJAR ratings reports. Firstly, we analysed the latest performances (RAJAR 2005 Q1) of all local commercial radio stations with Total Survey Areas of less than 100,000 that commenced broadcasting since 1999 and participated in RAJAR. Their current mean performance is 32% reach and 9 hours.

Secondly, we examined the current performances (RAJAR 2005 Q1) of three small stations in our immediate vicinity – Alpha in Darlington, Minster FM in York, and Stray FM in Harrogate – despite these stations' Total Survey Areas being larger than 100,000. Their current mean performance is 32% reach and 10 hours.

These became the benchmark figures for our projections for Year Three. The reach was reduced to 30% to provide a degree of tolerance within our business plan, while the listening time was increased marginally to 11 hours because data shows that there are fewer stations available to listeners in this market than in most of the other markets we analysed.

The Year One and Year Three projected performances have been derived by the application of a 13% growth in hours listened between Year One and Year Two, and by the application of a 16% growth in hours listened between Years Two and Year Three - a progression similar to empirical data from recent small-scale local radio station launches.

Impact on existing services:

Projections of the impact of the new station on existing radio listening patterns have been derived from market research detailed in our answers to Question 6.

a. Existing Listening Patterns In Hambleton

Research Project #4 analysed existing listening patterns in the wider Teesside area (TSA = 786,000) and found that the most popular radio stations in that market were: BBC Radio Two (19% share), Century FM (14%), Galaxy Radio (11%), TFM (8%), BBC Radio One (8%), BBC Radio Cleveland (6%), BBC Radio Four (6%) and BBC Radio Five Live (5%). In the Teesside market, BBC stations comprise 48% of total hours listened.

Research Project #7 found that, in the Hambleton district, the most listened to stations in the previous week were (in rank order) BBC Radio Two, BBC Radio One, BBC Radio Four, TFM, Galaxy Radio and Century FM. These results suggest that listening to BBC radio in the Hambleton market could be greater than the 48% share in the larger Teesside market, a reflection of the affluence of the district.

b. Changes In Listening Patterns

Research Project #7 asked respondents who had already suggested they were “likely” or “fairly likely” to listen to the new local radio station which stations, if any, they would listen to less to make time for the newcomer. 59% said they would listen less to BBC stations, while 29% said they would listen less to commercial stations. The remainder either did not know or would not listen less to any station. The specific stations that would suffer a loss of listening were: BBC Radio Two (21%), BBC Radio One (18%), Galaxy Radio (9%), Century FM (8%), TFM (7%), BBC Radio Four (7%), BBC Radio Five Live (5%) and BBC Radio Cleveland (3%).

Research Project #9 asked the intentions of respondents who had indicated they were “likely” or “very likely” to listen to a new local radio station of the specific description given to them. 43% said they would listen to the radio for a longer time, 54% said they would spend less time listening to other stations, while 3% said they would stop listening to other stations completely. Of those who would listen less to other stations, 74% said they would listen less to BBC stations, while 26% said they would listen less to commercial stations. The specific stations that would suffer a loss of listening were: BBC Radio Two (29%), BBC Radio York (23%), BBC Radio Four (12%), TFM (11%), BBC Radio Cleveland (9%) and Century Radio (9%).

To determine the net effect on existing listening patterns, we have calculated the mean average of common results from impact questions in Research Projects #7 and 9:

	Research Project #7	Research Project #9	Mean
Listen more hours	N/A	43%	43%
Less listening + stop listening total	N/A	57%	57%
Less listening to BBC radio	59%	74%	67%
Less listening to commercial radio	29%	26%	28%
Less listening to:			
BBC Radio One	19%	9%	14%
BBC Radio Two	21%	29%	25%
BBC Radio Four	7%	12%	9%
BBC Radio Cleveland	3%	9%	6%
BBC Radio York	N/A	23%	N/A
TFM	7%	11%	9%
Magic	1%	1%	1%
Century	9%	9%	9%
Galaxy	9%	2%	6%

These mean figures have been applied to the 57% of hours listened to the new local station in Year One that respondents say will replace hours listened to existing stations. The results provide our projections of hours lost from existing stations within our Total Survey Area, as detailed in our answer to Question 2(d)(iii) above.

3 Transmission Proposals

(i) **Provide details of the transmission site you propose to use, under the following headings:**

(a) **Name and National Grid Reference of site**

Site Name: Solberge Hall

National Grid Reference: SE355894

(b) **Height of site above Ordnance datum (in metres)**

40 metres

(c) **Height of transmitting aerial above ground level**

24 metres

(d) **Radiated power in either or both planes of polarisation, and aerial radiation pattern (if no aerial radiation pattern is submitted, it will be assumed without exception to be omni-directional).**

Radiated Power: 200V + 100H

Pattern: Slightly directional (Max SE towards Thirsk)

The applicant should confirm whether he believes that his intended mast aperture will be available, and whether, where required, planning permission can be obtained. Where appropriate, evidence to support this belief should be provided. Details of any negotiations which have been entered into with the site owner should also be provided.

The chosen site lies centrally between the three key population areas of Northallerton, Thirsk and Bedale, and will provide good coverage of these areas allowing us to maximise the potential Total Survey Area.

The use of a slightly directional pattern centred southeast towards Thirsk, and a relatively low site height, will minimise overspill into adjacent service areas as required by Ofcom's coverage brief.

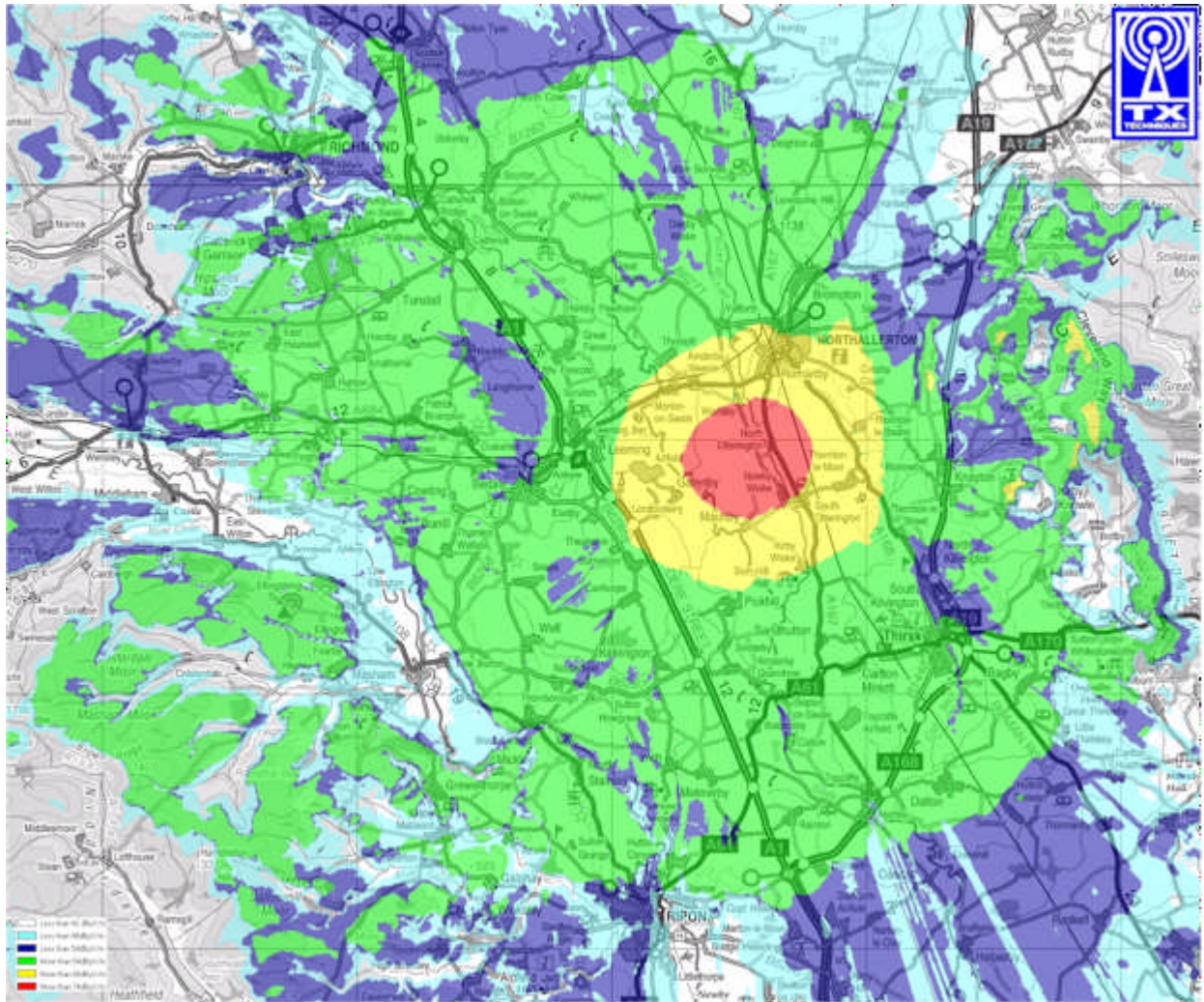
The site owner has agreed to the use of the site and, although planning permission will be necessary, this is not expected to be a problem.

The information provided above must take into account any requirements set out in Section 2 of this Notice. In the event of minor non-compliance, Ofcom may revisit an applicant's proposals with a view to modest adjustment following award and closer scrutiny. Significant non-compliance may render the application liable to disqualification.

(ii) Please provide a detailed computer predicted map (in colour) of the coverage anticipated using the transmission site and parameters described above.

Harmony Broadcasting Limited commissioned TX Techniques Limited to produce a computer generated coverage prediction map. This is shown below, with a more detailed map included as Appendix 4 of this application.

The map was produced using HerTZ-Mapper software, with a terrain resolution of 50m and variable cluster algorithms.



(iii) Describe proposed arrangements for transmission provision (installation, maintenance and repair). The transmission system and equipment must comply with the Engineering Code originally published by the Radio Authority, which represents Ofcom's current policy, and is available at www.ofcom.org.uk/radio/ifi/rl/commer/ar/

Harmony Broadcasting Limited has engaged TX Techniques Limited, a Harrogate-based Company, to design the transmission system for Hambleton Radio.

TX Techniques and its contractors have many years of experience in the industry and we have worked with them across a number of the trial services for this licence, in both Northallerton and Thirsk.

The system will comply with all provisions of the Local Analogue Licence Engineering Code, originally published by the Radio Authority.

The system will be designed to exhibit a high degree of resilience, by means of dual drive chains and UPS protection of key components.

The transmission site is adjacent to our proposed studio location and, therefore, service continuity is assured in all but the most severe fault conditions.

Audio failure backup will be provided by means of an automatically switched Minidisc player at the transmitter.

Ongoing compliance with the Engineering Code will be checked and maintained through two annual preventative maintenance visits, contracted to Datatrans Communications Limited under a Total Broadcast Contract.

Datatrans Communications Limited currently maintains the transmission facilities for Fresh Radio Limited (the adjacent Independent Local Radio station and major shareholder in Harmony Broadcasting Limited).

All key parameters will be checked against commissioning records, and any necessary adjustments will be recorded in the station handbook.

Datatrans Communications Limited will carry out any corrective maintenance of the transmission system, although major problems would be subcontracted to TX Techniques Limited on a call-out basis. They carry spares of critical items in stock.

(ii) What is the anticipated time lapse between the award of licence and start of broadcasting? Applicants should note that failure to commence broadcasting the service within two years of the date on which the licence is awarded is likely to lead to the offer of a licence to the successful applicant being withdrawn. In these circumstances the licence would be advertised afresh and a new competition would be held to award the licence.

It is envisaged that Hambleton Radio will be ready to commence broadcasting within six months of licence award. However, we will look for an appropriate and favourable sales window before deciding upon a final date. It is anticipated that, depending upon the date of the licence award, the station will commence broadcasting before Easter 2006.

SECTION 105(B) AND (C):
CATERING FOR TASTES AND INTERESTS AND BROADENING CHOICE

“Congratulations on bringing a great radio station to Northallerton. You have really connected with the people of Hambleton. You have sounded like a Yorkshire radio station!”

Jeff Kidd, Northallerton

4 Programming Philosophy

(i) This subsection of the application should take the form of a statement setting out the applicant's overall programming philosophy and vision for the radio service.

"What a wonderful change to have local people talking about local places! The fact that your presenters know the area so well, makes it seem much more homely than other stations in the area" - Robert Wilbor, Thornton-Le-Beans

Hambleton Radio will focus on its unique selling point – its localness.

The comments of listener Robert Wilbor, following Hambleton Radio's second trial service in Northallerton, sum up very nicely the philosophy behind our proposed programme service:

"A local radio station focused specifically on Northallerton, Thirsk, Bedale and the surrounding areas with:

- *well-known hit songs from the 1960s to the present day*
- *presenters who know and understand the area*
- *hourly local news bulletins during daytime*
- *regular local weather, travel, entertainment and what's on information*
- *community information and daily interviews or features involving local people*
- *regular publicity for community organisations and their events"*

This programming philosophy for the station has been guided by a wealth of information and empirical data derived from a number of sources:

- The five trial broadcast services in Northallerton and Thirsk allowed the two previously separate groups to assess and experiment with different programming ideas, and encourage listener responses. The findings of both groups have been combined, and our final policies adjusted accordingly;
- Our consultation exercises with local people, alongside the support and feedback we have received from local organisations [see answer to Question 7], have informed and developed our programming philosophy;
- Our extensive market research [see answer to Question 6] has provided us with a huge volume of information concerning both the wider Teesside market (of which we are on the fringe) and the considerably smaller service area of our proposed station;
- Our knowledge of the programming provision of other stations in the market, informed by our own research [Research Projects #3 and 5] has confirmed that our programming proposals will significantly broaden the choice of options for listeners in this market;
- The directly relevant experience gained by Fresh Radio as an independent, stand-alone station for more than eight years, in producing cost effective but distinctive programming for the adjoining and administratively related Richmondshire area of North Yorkshire;
- The specific format of the station we are proposing has been tested with potential listeners in both a qualitative research study [Research Project #8] and a quantitative research study [Research Project #9];
- Our programming description received unanimous support in Research Project #8, with one potential listener suggesting that "It sums up the philosophy of what we've said tonight [within the focus group]";
- In Research Project #9, 74% of those taking part said they would be "very likely" or "likely" to listen to a new local station of this description.

Northallerton's status as county town places it at the heart of North Yorkshire's local government, police and administrative services, but the town itself and the wider Hambleton district it serves both lack local media to strengthen their sense of identity. At present, radio stations and newspapers from County Durham, Teesside and the even more distant Tyneside provide the only "local" media available to residents. In the south of the district, Thirsk is additionally served by a relay of Minster FM, but without the benefit of any local programming for the town itself [Research Project #10].

Our analysis of the output of the main local and regional commercial radio stations – TFM, Magic, Galaxy and Century [Research Projects #3 and 5] – shows a mere handful of references to the Hambleton district, mostly restricted to road conditions for travellers passing through the area, rather than editorial coverage for the population that lives there.

It is little wonder then that, as our research shows [Research Projects #1, 4, 7 and 8], listening to BBC radio goes from strength to strength in Hambleton, as it does elsewhere. Reversing this trend is a fundamental factor in our programming proposals.

We can understand, in particular, the appeal of BBC Radio Two.

In a recent BBC promotional campaign, Radio Two played heavily on its concept that the station works because it is different. There is clearly merit in this argument. The station succeeds because it does not merely limit itself to a restrictive list of songs and their regular repetition. Listeners really don't know what's coming next – and the station's style of presentation allows personalities to shine through as friendly and conversational.

Attracting listeners away from such a successful format will be a challenge, but the evidence we have amassed from our five trial broadcasts and significant market research suggests that a new local station for Hambleton *will* attract a significant listenership if it provides what the local audience wants.

The basis of our argument that a new station in Hambleton can attract listeners away from the BBC, is that genuine localness *can* outweigh the appeal of the likes of Terry Wogan and Steve Wright.

The positive results of Research Project #9, where we tested our finalised station description, are particularly striking. We are confident of the success of our programming philosophy.

(ii) The strategies which the applicant proposes to implement in regard to:

- **catering for the tastes and interests, general or particular, of persons living in the area**
- **broadening the range of local commercial services available in the area**
- **the provision of local material, if any**
- **the proportion of locally-made programming, if any**

should be set out in this section

1. Local, Relevant and Accessible Programming

Hambleton Radio already has a distinct advantage in having tested and developed its proposed programming in this local area. We have operated five trial services over a relatively short two-year period, and we know that local people and organisations are already very familiar with our concept of how a genuinely local radio station can play a key role within their local community.

We have built up and maintained a wealth of contacts over the entire time we have been working on this project. Our trial stations featured dozens of interviews with local organisations, talking about local issues that affected our listeners' everyday lives.

It will be a relatively straightforward and swift process to re-activate these links for a full-time station, and to build on this network of contacts in the future.

During the trial broadcasts, we were surprised that a good proportion of interviewees representing local organisations (including local politicians, community groups, and even representatives of health and emergency services) had *no* previous experience of using the broadcast media.

Felicity Balfour-Farry is a Community Education Co-ordinator for North Yorkshire County Council and has worked closely with the Hambleton Radio team since her appearance as an interviewee on one of our trial broadcasts. Following her on-air appearance, she summed things up nicely:

"The Hambleton area has never had this kind of direct, instantaneous access to local people before. Hambleton Radio has given local organisations the chance to get information across in a new, extremely effective way. The station certainly created a buzz around town – and I, for one, want to see this continue on a permanent basis."

Felicity's support and dedication has continued, and she has subsequently accepted an offer to join the Board of Harmony Broadcasting.

Our plan is that, from the outset, Hambleton Radio will pro-actively maintain these links between our listeners and local organisations. This will be achieved not only through our formal local news coverage, but also through a number of regular and permanent programming features. We believe that the following two programme elements are such a fundamental part of what is needed to make our station a success that we have specifically included them in our proposed Station Format.

1a. 'Focus On'

Our regular 'Focus On' feature will run daily (Monday to Friday) during our mid-morning programme and will, in effect, be an extended look at the work of a local organisation, an event, a community issue, a news story or a community facility. This feature will consist of a succinct package of interviews, location reports or live studio guests. After initial broadcast, and for as long as the item is relevant or topical, these packages will be repeated as stand-alone items within off-peak programming or automated hours.

Some examples of the many features included in our trial broadcasts were: a 'Stars In Your Eyes' event organised in Northallerton to raise money for Belarussia; a feature on the now privately-operated Wensleydale Railway; a package covering the work of the Great North Air Ambulance; a wide-ranging interview with the Mayor of Northallerton; the Royal Shakespeare Company's visit to the Hambleton

Leisure Centre; the development of a new mobile library service; and the training of young people at the Chamber Of Commerce.

These examples were all produced by the production teams of our trial broadcasts in Northallerton and Thirsk, but they are similar to the short features that have proven so successful at our adjacent station, Fresh Radio, during recent years and also played a major part in the station's recent success in the Radio Academy's Nations & Regions Award.

1b 'Community Calendar'

Another integral part of our programming output is 'Community Calendar', a presenter-read feature offering free airtime and publicity to local charities and voluntary organisations, enabling them to promote their services and events directly to the local community. These features will be broadcast in each peak-time programme, and then re-broadcast during off-peak and automated hours.

Other programming features that we do not propose to cite directly in the Format, but which form an intrinsic part of our output, are:

1c 'The Hambleton Hit Squad'

During our trial broadcasts, we introduced an imaginative programming concept that used automation in a way that achieved maximum contact between the station and its audience. The 'Hambleton Hit Squad' was a music-intensive, pre-recorded hour that featured listeners' own voices introducing the songs. We were able to celebrate listeners' birthdays, anniversaries, feature simple record requests and relay messages of goodwill – all using the voices of our listeners who had been recorded in street interviews by our production team.

The success of this concept in our trial broadcasts has persuaded us to adopt this programme into the schedule of our full-time station. Our listeners will be offered the chance to participate in this daily show, both through a dedicated 'phone-in' answering machine and through visits made by station staff to local workplaces, schools, shops, markets and other public places.

1d Staff Resources

We have allowed for one full-time Presenter/Community Features Co-ordinator in our financial projections. In addition to a regular daily programme, this member of staff will take responsibility for helping compile 'Focus On' features and editing together material for the 'Community Calendar' and 'Hit Squad'. They will also provide newsgathering support to our journalist.

2. Local Through And Through

A further fundamental principle of our programming philosophy is our genuine local knowledge and understanding of our station's service area.

Following one of our trial services, listener Amy Taylor of Northallerton told us:

"I really like the fact that the presenters know the area well, which is important for a local station."

We couldn't agree more. We believe that listener loyalty is built solidly around the ability of listeners to relate to our station's on-air presenters. Every presenter on the proposed station will be able to share our listeners' understanding of their area. They will walk down the same streets, shop in the same places, get stuck in the same traffic jams and spot the same things happening in their community.

We promise that our presenters will never spout a constant stream of celebrity gossip or live a 'showbiz' lifestyle. That is plainly inappropriate. They will be normal, friendly and approachable people who will take the time to talk *to* our listeners, and not *at* them.

3. Local News

The provision of a comprehensive and relevant local news service is central to our programming plans. Our market research clearly demonstrates the huge appetite in Hambleton for local news and information [Research Projects #1, 2, 7, 8 and 9], though our analyses of the output of existing local commercial stations [Research Projects #3 and 5] shows that almost no local content exists to satisfy this demand.

From our experience producing programming for five trial services, we know that Hambleton district generates a significant number of local news stories. We also recognise that, in the opinion of the larger stations currently serving the area, news from Hambleton is outweighed in importance by news generated from larger conurbations within their service areas.

Our news policy is very much one of 'if it's important to our listeners, it's important to us'. We will concentrate the station's limited resources to ensure that we cover local stories and issues that rarely attract media attention, in addition to covering those obvious 'bad news' stories which inevitably make the headlines!

Maintaining our policy of balance, we have devised a system of local news coverage for the station that both addresses the needs of our listeners and recognises the financial realities of running a small station.

Hambleton Radio will have one full-time journalist based at the station who will work exclusively in Northallerton and Thirsk. Additionally, a further full-time member of the presentation team will have direct responsibility for community-based contact and will assist with interviews and newsgathering. The station will also draw on the resources of the team at our adjacent station Fresh Radio in the Dales. This will allow us to maintain a comprehensive service for our listeners during the day, and allow us to provide holiday, sickness and relief cover where required.

The ability to share resources with Fresh Radio also means that, in the event of a significant breaking local story, additional staff can be allocated in an immediate response.

Local news bulletins will be broadcast at 7am, 8am, 9am, 10am, 1pm, 4pm, 5pm and 6pm. Additional local headlines will be broadcast at 7.30am and 8.30am.

Normally, our full-time journalist will work from 6am through to 2pm. During the first part of the day, s/he will play an active on-air role in the daily breakfast show, together with preparatory newsgathering work.

During the second half of each working day, the journalist will focus on direct follow-up of local stories from Northallerton and Thirsk, including relevant interviews, research and visits.

Stories, audio and materials for broadcast in later afternoon bulletins will be fed through from the station to the team at Fresh Radio, where bulletins for 4pm, 5pm and 6pm will be compiled, read and passed back for broadcast.

A very effective system for producing multiple bulletins is already in place at Fresh Radio, where separate local news reports are prepared on an hourly basis separately for the north and south parts of the station's service area across the Dales.

The News Editor at Fresh Radio will oversee the proposed station's news operation. International, national and regional stories will all be processed by the team at Fresh Radio, allowing the Hambleton journalist to focus entirely on local news output.

This arrangement maintains our team approach to staffing issues, and we expect other programming staff at Hambleton Radio will become involved in newsgathering and reporting where this is necessary.

WEEKDAY NEWS BULLETINS:

time	source	content	length
0600	IRN	I/N	3'
0700	HR	L/I/N	5'
0730	HR	L	1'
0800	HR	L/I/N	5'
0830	HR	L	1'
0900	HR	L/I/N	5'
1000	HR	L/I/N	5'
1100	IRN	I/N	3'
1200	IRN	I/N	3'
1300	HR	L/I/N	5'
1400	IRN	I/N	3'
1500	IRN	I/N	3'
1600	HR	L/I/N	5'

time	source	content	length
1700	HR	L/I/N	5'
1800	HR	L/I/N	5'
1900	IRN	I/N	3'
2000	IRN	I/N	3'
2100	IRN	I/N	3'
2200	IRN	I/N	3'
2300	IRN	I/N	3'
0000	IRN	I/N	3'
0100	IRN	I/N	3'
0200	IRN	I/N	3'
0300	IRN	I/N	3'
0400	IRN	I/N	3'
0500	IRN	I/N	3'

HR = Hambleton Radio; IRN = Independent Radio News; L = local news; I = international news; N = national news

4. Traffic & Travel Information

Although the coverage area of Hambleton Radio is relatively small, it is at the heart of some of the country's major transport routes – the A1(M) trunk road and motorway, the A19 link to Teeside, and the main East Coast Main Line railway from London to Scotland that runs directly through both Northallerton and Thirsk.

Additionally, both towns have busy market days and a significant amount of through traffic.

Despite this, our monitoring of existing local commercial radio services [Research Projects #3 and 5] shows a very limited coverage of the Hambleton district, confined to reporting specific accidents with a regional impact.

Regular, planned travel bulletins will be broadcast half-hourly during peak periods, with additional information as required at other times.

By far the best source of travel information is our network of local contacts. During the trial broadcasts, we found that local taxi firms, commercial vehicle drivers, garages and service stations were willing to supply up-to-the-minute eye-witness information – and these sources will be taken forward to our full-time service.

This eye-witness information will be supplemented by data from official sources, utilising a customised system designed for use at Fresh Radio that effectively pulls together information from multiple sources.

5. Music

We have undertaken substantial music research [Research Project #7] and have incorporated the responses and feedback into our five trial services.

The results indicate that the majority of the local population, particularly in our core target age-range, enjoy listening to popular and instantly recognisable songs from the last four decades, together with a carefully chosen selection of current tracks.

Our music policy will place the emphasis on well-known chart hits, but will utilise a larger than normal database of songs designed to encourage longer listening hours.

This will differentiate Hambleton Radio from the policies adopted by existing commercial stations that use short playlists with high repetition rates.

6. Catering For Tastes And Interests Of Hambleton

At every stage in the development of our programming plans, we have taken into consideration the views and opinions of the population within our transmission area. In addition to extensive informal contact with our potential listeners through our Restricted Service Licence activities, our market research has highlighted specific tastes and interests that we have sought to satisfy in our programming plans.

Local news:

- Respondents in focus groups were satisfied with the local news heard on the Northallerton Local Radio trial broadcast [Research Project #2];
- 81% of respondents said that local news was “very important” or “fairly important” [Research Project #7];
- 68% of respondents agreed that the station should have “more local news and information” [Research Project #7];
- 66% of respondents said that the station’s weekday news bulletins should be hourly [Research Project #7];
- Respondents in focus groups expressed a strong desire for local news on the new local station [Research Project #8].

Local content and interviews:

- 79% of respondents said the local content on the Northallerton Local Radio trial broadcast was “very good” or “good” [Research Project #1];
- Respondents in focus groups were satisfied with the interviews heard on the Northallerton Local Radio trial broadcast [Research Project #2];
- 72% of respondents said information on countryside, rural affairs and environmental issues was “very important” or “fairly important” [Research Project #7];
- 76% of respondents said coverage of local events and what’s on information was “very important” or “fairly important” [Research Project #7];
- 76% of respondents said they were “very interested” or “fairly interested” in listening to topics about Hambleton area people, places and events [Research Project #7];
- 52% of respondents said that the guarantee of locally produced programming would make the station “more appealing” [Research Project #7];
- Respondents in focus groups expressed interest in programming that covered rural and environmental issues [Research Project #8].

Music policy:

- 81% of respondents said the music policy on the Northallerton Local Radio trial broadcast was “very good” or “good” [Research Project #1];
- Respondents in focus groups were satisfied with the music heard on the Northallerton Local Radio trial broadcast [Research Project #2];
- 85% of respondents agreed that the station should have “more music variety with less repetition” [Research Project #7];
- Music genres that 25-54 year old Hambleton residents said they had most in common were: gold, classic rock, rock adult contemporary, rhythmic adult contemporary and mainstream adult contemporary [Research Project #7];
- Respondents in focus groups agreed strongly with the station format description offered to them [Research Project #8].

Music/speech mix:

- 73% of respondents said the music/speech mix on the Northallerton Local Radio trial broadcast was “very good” or “good” [Research Project #1].

Travel information:

- Respondents in focus groups were satisfied with the travel information heard on the Northallerton Local Radio trial broadcast [Research Project #2];
- 48% of respondents said that local travel reports were a “very important” programming element [Research Project #7].

Weather bulletins:

- Respondents in focus groups were satisfied with the weather bulletins heard on the Northallerton Local Radio trial broadcast [Research Project #2];
- 59% of respondents said that local weather forecasts were a “very important” programming element [Research Project #7].

7. Broadening the range of local commercial radio services

Monitoring of existing local commercial radio stations available within Hambleton district [Research Projects #3, 5 and 10] has ensured that our proposals for a new local radio station have been framed with the prime objective of extending the range of choices available to listeners. The unique aspects of our output that are not replicated by existing stations include:

- news, weather, travel information, sports, what’s on and other local information concerning Hambleton district;
- opportunities for businesses in Hambleton district to purchase cost effective, locally targeted advertising campaigns;
- opportunities for public organisations serving Hambleton district to communicate effectively with the public they serve;
- opportunities for residents of Hambleton district to express themselves and their opinions in a locally-focused medium;
- a music format that is wide enough in eras, deep enough in genres and sufficiently voluminous to complement the music heard on existing local commercial stations available in the market;
- the promotion of community cohesion on the station, making a significant contribution to the sense of civic identity amongst residents of Hambleton district.

(iii) If appropriate, the applicant may also provide a typical programme-by-programme weekday schedule, to give a flavour for the direction of the station.

HAMBLETON RADIO – WEEKDAY PROGRAMME SCHEDULE:

0600 - 1000 BREAKFAST SHOW (Music/speech: 70:30)

News and weather: 0600 (3 mins: IRN), 0700, 0800, 0900 (5 mins: locally originated)

Headlines and sport: 0730, 0830 (3 mins: locally originated)

A lively, local start to the day, with the focus firmly on the Hambleton Radio area. Local news, weather, sport, travel information and 'Community Calendar' features will inform listeners, and the entertainment update will help listeners plan their day. A friendly, warm presentation style will link local information with great music, quizzes and competitions.

1000 - 1400 MID-MORNINGS (Music/speech: 75:25)

News and weather: 1000, 1300 (5 mins: locally originated), 1100, 1200 (3 mins: IRN)

A slightly greater emphasis on music to encourage listening in the workplace, interspersed with local news, entertainment updates and 'Community Calendar' features to keep listeners in touch with what's happening in the Hambleton district. The daily 'Focus On' feature will be an integral part of the 10-11am segment, with regular guests from the local community, phone-ins, studio discussions and outside broadcasts to keep our listeners up-to-date with events, organisations and opportunities in the local area.

1400 - 1500 THE HAMBLETON HIT SQUAD (Music/speech: 85:15)

News and weather: 1400 (3 mins: IRN)

An hour of automation featuring pre-recorded 'vox pops' from local people introducing their favourite songs and special requests. Recorded on location, this is truly an opportunity for local people to be heard on-air, and the 'Hit Squad' will rapidly become a real local talking point.

1500 - 1900 AFTERNOON & DRIVETIME (Music/speech: 70:30)

News and weather: 1500 (3 mins: IRN), 1600, 1700, 1800 (5 mins: locally originated)

A relaxed start to the afternoon, with an easy presentation style and lots of opportunities for listeners to interact with the programme, including quizzes, competitions and music-led features. From 1600 the pace of the show increases, with an increase in travel bulletins for listeners returning home, local news and sport, and the entertainment update and 'Community Calendar' to increase awareness of local events and opportunities.

1900 - 2300 EVENING SHOW (Music/speech: 80:20)

News and weather: 1900, 2000, 2100, 2200 (3 mins: IRN)

The best music with entertaining conversation through the evening. This programme will be automated, but will maintain a live and local sound through the use of voicetracked presenter links and the insertion of locally relevant material throughout the programme, eg 'Focus On' items from earlier in the day, 'Community Calendar' items, entertainment updates etc.

2300 - 0600 THROUGH THE NIGHT (Music/speech: 95:05)

News: 2300, 0000, 0100, 0200, 0300, 0400, 0500 (3 mins: IRN)

Automated back-to-back classic songs through the night, interspersed with pre-recorded inserts to maintain local relevance, eg 'Focus On' items from earlier in the day, 'Community Calendar' items, entertainment updates etc.

5 Proposed Format

A blank Format is attached at Appendix 3. Fill it in, ensuring that each of the following criteria are addressed within, where it is felt appropriate to do so. It should follow the style of Ofcom Formats, which can be viewed at www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main. Reasons for omission of any particular criteria (and it is accepted that not all criteria will be relevant to all applications) should be set out separately. The Format will form part of the licence. Therefore, questions of clarification may be asked prior to licence award and the wording amended to reflect this, if necessary.

- (a) Station Name (working titles accepted)**
- (b) Service Duration. This is the number of hours you will broadcast each day. It should also include the number of hours of locally-made programming (i.e. programming made within the licence area) promised and, if appropriate, the extent to which you plan to automate programming.**
- (c) Character of Service. This is a clear, one or two sentence, description of the output and target audience.**
- (d) Detail. This should address, where appropriate:**
 - A clear description of the type/range of music**
 - Specialist music programmes**
 - A level of speech content (peak/non-peak)**
 - Any specific plans for local material**
 - News obligations, local and national (weekdays and weekends, peak-time, non-peak, etc)**
 - Other character-defining elements of programming**

The proposed format for Hambleton Radio is detailed on the next page.

HAMBLETON RADIO STATION FORMAT

Licence Outline

Station Name	HAMBLETON RADIO
Licence Area	The towns of Northallerton, Thirsk, Bedale and surrounding area (as defined in Ofcom's Measured Coverage Area map)
Frequency	To be confirmed
Service Duration	24 hours a day (locally produced/presented for at least 18 hours weekdays, 12 hours Saturday, 12 hours Sunday)

Definitions

Speech	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime on non-daytime.
Peaktime(s)	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and Weekend Late Breakfast.
Daytime	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400.
Locally produced/presented	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime.

Character of Service

A GENUINELY LOCAL, FULL SERVICE RADIO STATION FOR NORTHALLERTON, THIRSK, BEDALE AND THE SURROUNDING AREAS, WITH LOCAL NEWS, FEATURES AND INFORMATION FORMING AN ESSENTIAL PART OF THE OUTPUT.

Details

Hambleton Radio will be a genuinely local radio service aimed at a broad audience, but centred on the 25-54 age range.

Speech content will not fall below 20% during daytime hours, 5% outside of these times, and will include local news, sport, community information, weather and travel news, entertainment and what's on information.

Bulletins containing local news will run at least hourly during peaktime. National news will feature hourly at all other times.

Our 'Community Calendar' will offer regular free publicity to community organisations, our daily (Mon-Fri) 'Focus On' feature will include local guests, interviews or longer pre-recorded news or local interest features and will be repeated during off-peak automation.

Automation will be limited to a maximum of two hours during daytime, and all daytime programming will be produced and presented locally. A limited amount of non-daytime output may be shared with Fresh Radio, but will be designed to maintain local content.

Music will comprise a wide range of well-known hits ranging from the sixties to the best of today's chart hits. We may feature some themed programmes outside of daytime output.

SECTION 105(D):
EVIDENCE OF LOCAL DEMAND OR SUPPORT

“We were glad to support your trial service for the last month, and were very pleased with the advertising and sponsorship for our business. We enjoyed listening to the station and it was good to hear a station advertising local events and businesses from within our community.”

Paul Metcalfe, Peppermill Restaurant, Northallerton

6 Evidence of Demand

This section should provide an analysis of the reasons as to why it is considered that there is a demand for the type of service proposed, with a reference to the size and nature of the proposed target audience.

If original market research has been undertaken, please provide the following information for each piece of research:

- (i) A statement of the key objectives of the research**
- (ii) The specific questions that the research sought to answer**
- (iii) How the research was conducted**
- (iv) The size and composition of the sample(s)**
- (v) When and where the research was conducted**
- (vi) A summary of the main findings from the research, showing how these demonstrate evidence of demand for the service proposed.**
- (vii) Full data tables for any quantitative research undertaken (these may be submitted in confidence).**

Please provide your responses to (i) – (v) in tabular format.

Our knowledge and understanding of the market for a new local radio station serving the Hambleton district has been enhanced tremendously by empirical evidence derived from a substantial series of research projects commissioned both individually and jointly by Northallerton Local Radio and Hambleton Radio during the last eighteen months.

The key points we have learnt from the research are:

- Existing local commercial radio services provide scant editorial coverage of Hambleton;
- Hambleton residents' main source of local news and information is presently the North Yorkshire edition of the weekly Darlington & Stockton Times;
- Listening to BBC Radio Two has increased, while listening to local commercial station TFM has decreased in Hambleton, a pattern reflected within the larger Teesside region;
- Trial one-month Restricted Service Licence stations in Northallerton and Thirsk attracted considerable awareness, listenership and appreciation;
- Hambleton residents see themselves living in a "black hole" (respondent quote from Research Project #8) lost between Darlington, County Durham to the north and York to the south, neither of which town local people feel any connection to;
- Significant enthusiasm exists among both potential listeners and potential advertisers for a genuinely local radio station serving Hambleton district;
- The proposed station format description received overwhelmingly positive support, in both qualitative and quantitative research;
- The proposed station format description received almost equally positive support from all age groups from 25 to 65;
- The proposed station format description received almost equally positive support from residents of Northallerton, Thirsk and Bedale;
- The greatest impact the new station will have on existing radio listening patterns is reduced hours listened to BBC stations, particularly Radio Two.

The results of each successive piece of research helped determine and refine the proposals for the new radio station, ensuring that it will provide appropriate programming to a receptive audience. The research projects are itemised below and have been referred to by number throughout this application:

RESEARCH PROJECT #1

- (i) Key objectives:
 - To establish listening levels to the Northallerton Local Radio Restricted Service Licence [Restricted Service Licence] broadcast from 10 January to 6 February 2004;
 - To determine the likelihood of listening to a new permanent radio station.

- (ii) Specific questions asked:
 - Radio stations listened to during the last seven days;
 - Awareness of, and listening to, the Restricted Service Licence broadcast;
 - Appreciation of programming elements within the Restricted Service Licence broadcast;
 - Likelihood to listen to a permanent local radio station.
- (iii) How research conducted:
 - Quantitative research commissioned from Marketing In Practice research specialists.
- (iv) Size and composition of sample:
 - Telephone survey of 503 adults (aged 15+) living within the Restricted Service Licence transmission area, randomly selected from residential numbers;
 - Quotas applied to ensure the sample reflected the population profile by age and sex.
- (v) Dates and location of research:
 - Fieldwork conducted between 2 and 6 February 2004;
 - Within the Restricted Service Licence transmission area.
- (vi) Summary of main findings:
 - 65% of respondents were aware of the Restricted Service Licence broadcast (74% of 25-34 year olds, 76% of 35-44 year olds, 71% of 45-54 year olds);
 - 19% of respondents had listened to the Restricted Service Licence broadcast (30% of 25-34 year olds, 22% of 35-44 year olds, 19% of 45-54 year olds);
 - of those respondents who had listened to the Restricted Service Licence, 81% said the music was "very good" or "good";
 - of those respondents who had listened to the Restricted Service Licence, 79% said the music/speech ratio was "very good" or "good";
 - of those respondents who had listened to the Restricted Service Licence, 76% said the local news and information content was "very good" or "good";
 - of those respondents who had listened to the Restricted Service Licence, 73% said the music/speech ratio was "very good" or "good";
 - 68% of respondents said they would be "very likely" or "likely" to listen to a permanent version of the Restricted Service Licence (72% of 25-34 year olds, 77% of 35-44 year olds, 69% of 45-54 year olds).

RESEARCH PROJECT #2

- (i) Key objectives:
 - To elicit detailed feedback from listeners to the Northallerton Local Radio Restricted Service Licence [Restricted Service Licence] broadcast from 11 September to 8 October 2004;
 - To consult the potential audience for a new permanent radio station about their programming preferences.
- (ii) Specific questions asked:
 - Current radio listening habits;
 - Levels of listener satisfaction with the range of programming elements within the Restricted Service Licence broadcast;
 - Likelihood to listen to a permanent local radio station.
- (iii) How research conducted:
 - Qualitative research commissioned from Marketing In Practice research specialists.
- (iv) Size and composition of sample:
 - Focus group of 10 adults between the ages of 21 and 54 who lived within the Restricted Service Licence transmission area and who had listened to the Restricted Service Licence transmission;
- (v) Dates and location of research:

- The evening of 28 October 2004;
 - The Station Hotel, Northallerton.
- (vi) Summary of main findings:
- No single radio station satisfied listeners' requirements, although BBC Radio Two was mentioned by the majority of respondents who appreciated its mix of music and speech;
 - Participants were pleased with the music played during the Restricted Service Licence broadcasts, though a few respondents suggested a longer playlist;
 - The hourly local news on the Restricted Service Licence broadcast impressed many respondents who appreciated hearing Northallerton mentioned frequently;
 - Frequent local travel reports, local weather reports, local what's on information and local sports news broadcast on the Restricted Service Licence were appreciated by listeners;
 - Regular interviews with local people during the Restricted Service Licence broadcast were greatly appreciated;
 - Competitions drew a mixed reaction from respondents;
 - The potential for interaction with the radio station during its Restricted Service Licence broadcast was greatly appreciated;
 - Presenters broadcasting during the Restricted Service Licence broadcast were thought to be professional and not as patronising as heard on other local commercial radio;
 - All respondents scored the Restricted Service Licence station between 7 and 9 out of ten for its overall rating.

RESEARCH PROJECT #3

- (i) Key objectives:
- To determine the extent of non-music content pertinent to the Hambleton district within the output of Teesside local commercial radio station TFM.
- (ii) Specific questions asked:
- Analysis of output of TFM.
- (iii) How research conducted:
- Qualitative research commissioned from Stuart Kite.
- (iv) Size and composition of sample:
- The output from TFM on one continuous weekday 0600 to 1800.
- (v) Dates and location of research:
- 25 May 2005;
 - Desk research.
- (vi) Summary of main findings:
- TFM included no stories originating from within the Hambleton District in any of its news bulletins;
 - TFM included no references to anywhere within the Hambleton District in any of its weather reports;
 - TFM included no references to anywhere within the Hambleton District in any of its travel reports;
 - One presenter made a single reference to Northallerton in reference to a regional newspaper story about a Northallerton publican buying an aeroplane for his beer garden;
 - One telephone caller for a competition identified themselves as a Bedale resident;
 - One commercial (played on four occasions) made reference to Northallerton as the site of a new Toyota dealership.

RESEARCH PROJECT #4

- (i) Key objectives:
- To analyse radio listening habits within the wider Teesside market over the last five years (RAJAR data is not available for the Hambleton District alone).

- (ii) Specific questions asked:
 - Analysis of RAJAR data from 2000 to 2005 for stations audible within the Teesside radio market.
- (iii) How research conducted:
 - Quantitative research commissioned from Radio Development International research specialists.
- (iv) Size and composition of sample:
 - RAJAR data from six consecutive annual sample points – Quarter 1 in 2000, 2001, 2002, 2003, 2004 and 2005.
- (v) Dates and location of research:
 - June 2005;
 - Desk research.
- (vi) Summary of main findings [data indexed for population and TSA changes]:
 - Hours listened to all radio increased by 8% between 2000 and 2005 in Teesside [UK: 0.1% decrease], demonstrating an increasing appetite for radio;
 - There has been a substantial shift of listening, in all age groups, away from local heritage station TFM and towards BBC Radio Two;
 - Hours listened to BBC radio increased by 25% between 2000 and 2005;
 - Hours listened to BBC Radio Two increased by 78% between 2000 and 2005;
 - Hours listened to local (excluding regional) commercial radio fell by 38% between 2000 and 2005;
 - Hours listened to TFM fell by 49% between 2000 and 2005;
 - BBC radio's share of listening increased from 41% to 48% between 2000 and 2005;
 - Local (excluding regional) commercial radio's share of listening fell from 28% to 16% between 2000 and 2005;
 - TFM's share of listening fell from 17% to 8% between 2000 and 2005;
 - Five years ago, TFM was the market leader in Teesside, whereas now it ranks in fourth place with less than half the market share of leader BBC Radio Two.

RESEARCH PROJECT #5

- (i) Key objectives:
 - To analyse the content of existing local commercial radio stations audible across the Hambleton market.
 - To determine the extent of non-music content pertinent to the Hambleton district within the output of local and regional commercial radio stations.
- (ii) Specific questions asked:
 - Analysis of output of TFM, Magic 1170, Century FM and Galaxy Radio.
- (iii) How research conducted:
 - Quantitative research commissioned from CPResearch International research specialists.
- (iv) Size and composition of sample:
 - The output from TFM, Magic 1170, Century FM and Galaxy Radio on one weekday 0600 to 1800.
- (v) Dates and location of research:
 - 17 June 2005;
 - Desk research.
- (vi) Summary of main findings:

- TFM – 81% of music played was released 2000 to 2005; speech content comprised 48% of the breakfast show and 26% during daytime; most non-news speech content consisted of contests;
- Magic 1170 – 49% of music played was released pre-1980; speech content comprised 41% during the breakfast show and 23% during daytime; most daytime programming was networked;
- Century FM – 56% of music played was released in the 1990s and 2000s; speech content comprised 49% of the breakfast show and 34% during daytime; national stories made up nearly two thirds of news bulletins;
- Galaxy Radio – 88% of music was released in 2005; speech content comprised 37% of the breakfast show and 19% during daytime; no news stories relevant to North Yorkshire;
- Only one item pertinent to Hambleton was broadcast on TFM – a news story about a road accident near Thirsk;
- Only two items pertinent to Hambleton were broadcast on Magic – a news story about a road accident near Thirsk, and a what’s on announcement for the Thirsk Cat & Dog Sanctuary;
- Only two items pertinent to Hambleton were broadcast on Century FM – a news story about a road accident near Thirsk, and an advertisement for a Honda dealer in Northallerton;
- Only one item pertinent to Hambleton was broadcast on Galaxy Radio – a commercial for a Peugeot dealer in Northallerton.

RESEARCH PROJECT #6

- (i) Key objectives:
 - To determine the propensity of local businesses to advertise on the new local radio station.
- (ii) Specific questions asked:
 - Average annual expenditure on advertising;
 - Ever used radio medium, which stations and satisfaction with outcome;
 - Likelihood of trial advertising on new permanent local radio station.
- (iii) How research conducted:
 - Quantitative research commissioned from CPRResearch International research specialists.
- (iv) Size and composition of sample:
 - Questionnaire survey of 20 local businesses located within Hambleton district, randomly selected from business directory;
 - Businesses surveyed employ 1700 people in total and spend an aggregate £500,000 annually on local and regional advertising.
- (v) Dates and location of research:
 - June & July 2005;
 - Within Hambleton district.
- (vi) Summary of main findings:
 - 75% of respondents had used the radio medium for advertising campaigns, with varying degrees of success;
 - The highest proportion of radio users had bought campaigns on Northallerton Local Radio trial broadcasts and rated it four out of a maximum five points for value for money;
 - The smaller proportion of radio users who had bought campaigns on existing local commercial radio stations (TFM, Century) expressed considerable dissatisfaction in terms of value for money.
 - 61% of respondents said they were likely to buy an advertising campaign on a new local radio station for Hambleton;
 - Just under half of the respondents said they would consider increasing their advertising budget to accommodate buying a campaign on a new local radio station for Hambleton.

RESEARCH PROJECT #7

- (i) Key objectives:
- To determine the gap in the local radio market for a new local radio station;
 - To determine the demand for a locally-focused station serving Hambleton district;
 - To determine the potential audience's preference for music styles and speech elements within a new local radio station's output;
 - To measure the potential audience's propensity to listen to such a new local radio service for Hambleton.
- (ii) Specific questions asked:
- Radio stations listened to during last 24 hours and 7 days;
 - Preference for different music format montages;
 - Importance of different speech elements in programming of new local radio station;
 - Likelihood to listen to new local radio station for Hambleton district.
- (iii) How research conducted:
- Quantitative research commissioned from CPRResearch International research specialists.
- (iv) Size and composition of sample:
- Telephone survey of 400 adults (aged 15+) living within the Hambleton district transmission area, randomly selected from residential numbers;
 - Quotas applied to ensure the sample reflected the population profile by age and sex.
- (v) Dates and location of research:
- Fieldwork conducted between 20 June & 5 July 2005;
 - Within Hambleton district.
- (vi) Summary of main findings:
- Radio listening in Hambleton is dominated by BBC Radio Two, BBC Radio Four and BBC Radio One which were the three most listened to stations;
 - The majority of respondents chose BBC Radio Two as their favourite music station, and BBC Radio Four as their favourite news, speech and information station;
 - Respondents appreciated a range of musical styles, with the majority of 25-54 year olds expressing preferences for gold, classic rock, rock AC, rhythmic AC and mainstream AC;
 - Programming elements most required from a new local radio station (in rank order) were: local weather, inter/national news, traffic/travel information, local news and local what's on;
 - "Local programmes on Hambleton area people, places & events" was the most preferred programme topic;
 - 85% of respondents agreed that a radio station for their area would be better with more music variety and less repetition;
 - 66% agreed that the radio station should have more local news and information;
 - 52% of respondents said they would be "very likely" to listen to a new local radio station for Hambleton;
 - 59% of respondents said they would listen less to BBC radio stations to make time for the new station (29% for commercial radio);
 - BBC Radio Two (21%) and BBC Radio One (18%) were the most mentioned stations that respondents said they would listen to less to make time for the new local station for Hambleton.

RESEARCH PROJECT #8

- (i) Key objectives:
- To elicit detailed feedback from listeners to the various Restricted Service Licence [Restricted Service Licence] broadcasts since October 2003 in Northallerton and Thirsk;
 - To understand which media people in Hambleton use to access local news and information;
 - To consult the potential audience for a new permanent radio station about their programming preferences.

- (ii) Specific questions asked:
- Current radio listening habits;
 - Determination of the meaning of “localness” in Hambleton district;
 - Media usage for local news and information;
 - Levels of listener satisfaction with the range of programming elements within Restricted Service Licence broadcasts;
 - Likelihood to listen to a permanent local radio station with a defined format described on a showcard.
- (iii) How research conducted:
- Qualitative research commissioned from The Steve Harris Agency.
- (iv) Size and composition of sample:
- Two consecutive focus groups (one of 6 adults, the other of 9 adults) between the ages of 16 and 65 who lived within the Hambleton district;
- (v) Dates and location of research:
- The evening of 20 July 2005;
 - The Golden Lion Hotel, Northallerton.
- (vi) Summary of main findings:
- The majority of respondents listened to BBC Radio Two most often;
 - Respondents felt that Northallerton was a “black hole” sandwiched geographically between Darlington and York, neither of which the town’s inhabitants felt had anything in common with it;
 - Respondents expressed concern that Northallerton was the county town of North Yorkshire but did not yet have its own permanent radio station;
 - The majority of respondents relied on the weekly local edition of the Darlington & Stockton Times newspaper for news and information about their area;
 - Respondents expressed opinions that existing local radio stations based in Teesside and York did not provide editorial coverage of Northallerton or Thirsk;
 - Those respondents who had heard the Restricted Service Licence [Restricted Service Licence] broadcasts in Northallerton and Thirsk offered positive approval of their programming content;
 - All respondents approved of the proposed station format described on the showcard for a new local radio station for Hambleton;
 - All respondents said they would listen to a new local radio station for Hambleton with this format.

RESEARCH PROJECT #9

- (i) Key objectives:
- To measure the potential audience’s propensity to listen to a new local radio service for Hambleton with a specific, described format;
 - To determine if listening habits in Hambleton reflect the wider Teesside empirical evidence.
- (ii) Specific questions asked:
- How likely respondents are to listen to a new local radio station with this description:
“A local radio station focused specifically on Northallerton, Thirsk, Bedale and the surrounding areas with:
 - well-known hit songs from the 1960s to the present day
 - presenters who know and understand the area
 - hourly local news bulletins during daytime
 - regular local weather, travel, entertainment and what’s on information
 - community information and daily interviews or features involving local people
 - regular publicity for community organisations and their events”;
 - Would respondents listen to existing stations less and which ones;
 - Awareness and listening to any temporary stations in the area;

- Has listening to TFM and BBC Radio Two increased or decreased in the last year.
- (iii) How research conducted:
- Quantitative research commissioned from Keith Gorton Services research specialists.
- (iv) Size and composition of sample:
- Face-to-face survey of 311 adults (aged 25 to 74) living within the Hambleton district, randomly selected for street interviews;
 - Quotas applied to ensure the sample reflected the population profile by age and sex.
- (v) Dates and location of research:
- Fieldwork conducted between 18 and 28 July 2005;
 - Within Hambleton district.
- (vi) Summary of main findings:
- Of those respondents who listened to TFM, 35% said they listened less now than they did a year ago, while only 8% said they listened more;
 - Of those respondents who listened to BBC Radio Two, 21% said they listened more now than they did a year ago, while only 10% said they listened less;
 - 49% of respondents were aware of the trial broadcasts by Hambleton Radio and Northallerton Local Radio, and 28% had listened to one or both stations;
 - 85% of those who had heard the trial broadcasts said they would listen to a permanent station that was similar (83% of 25-34 year olds, 88% of 35-44 year olds, 80% of 45-54 year olds, 86% of 55-64 year olds; 86% of Northallerton residents, 84% of Thirsk residents, 100% of Bedale residents);
 - 74% of respondents said they would be “very likely” or “likely” to listen to a new local radio station of the description they were shown (79% of 25-34 year olds, 74% of 35-44 year olds, 74% of 45-54 year olds, 76% of 55-64 year olds; 75% of Northallerton residents, 71% of Thirsk residents, 77% of Bedale residents);
 - 43% of those respondents likely to listen to the new station said they would increase their time spent listening to accommodate it;
 - 57% of those respondents likely to listen to the new station said they would listen less (or completely) to other stations, of which 29% said they would listen less to BBC Radio Two, 23% said they would listen less to BBC Radio York, and 12% said they would listen less to BBC Radio Four;
 - 74% of those respondents likely to listen to the new station said they would listen less (or completely) to BBC radio stations, while only 26% would listen less (or completely) to commercial radio stations.

RESEARCH PROJECT #10

- (i) Key objectives:
- To determine the extent of local content pertinent to Thirsk within broadcasts of the Thirsk relay of Minster FM.
- (ii) Specific questions asked:
- Analysis of output of Minster FM’s Thirsk relay.
- (iii) How research conducted:
- Qualitative research commissioned from Stuart Kite.
- (iv) Size and composition of sample:
- The output from Minster FM’s Thirsk relay on one continuous weekday 0600 to 1800.
- (v) Dates and location of research:
- 22 July 2005;
 - Desk research.
- (vi) Summary of main findings:

- No specific editorial content for Thirsk was included within broadcasts from Minster FM's Thirsk relay.

7 Evidence of Support

This section should provide evidence of support, where appropriate, from the applicant's potential audience or from prospective local advertisers.

This application is the end result of an extensive consultation exercise with the public across the new station's proposed broadcast area. At every stage, we have listened to public comment and have modified and expanded our proposals in accordance with the opinions expressed by Hambleton Radio's potential audience.

In addition to the extensive formal market research detailed in our answer to Question 6, we have received a tremendous amount of invaluable information, feedback and support through our numerous activities within the community over the last two years.

Trial Services

At the heart of our direct work within the community have been a total of five trial services. Four of these were based in Northallerton, the fifth in Thirsk.

All five trial services allowed us to test various programme elements, to gauge the response from listeners, and to evaluate the likely support from advertisers and from local people taking part in the programmes.

The trials took place as follows:

Hambleton Radio	Northallerton	October 2003
<ul style="list-style-type: none">• <i>Received over 200 phone calls from listeners</i>		
Northallerton Local Radio	Northallerton	February 2004
<ul style="list-style-type: none">• <i>Received over 220 phone calls from listeners</i>• <i>Received 35 letters and e-mails from listeners</i>		
Hambleton Radio	Northallerton	August 2004
<ul style="list-style-type: none">• <i>Received well over 500 phone calls and texts from listeners</i>• <i>Received over 60 letters and e-mails</i>		
Northallerton Local Radio	Northallerton	October 2004
<ul style="list-style-type: none">• <i>Received over 250 phone calls from listeners</i>• <i>Received 42 letters and e-mails from listeners</i>		
Hambleton Radio	Thirsk	January 2005
<ul style="list-style-type: none">• <i>Received over 250 phone calls from listeners</i>		

Advertisers

"I am sure I speak for all the advertisers that we are very happy with the air space and presentation. I have certainly had a lot of feedback from customers who said they heard my advert." - Julie, Hares Studio & Gallery, Northallerton

We were very impressed with the level of support received from advertisers on all of our trial services – regardless of the length of the broadcast period.

Our trial services attracted advertisers from across a whole range of local businesses, large and small. We were able to generate significant revenue from these advertisers, bearing in mind the short timescale and lack of continuity inevitable with a trial station.

Amongst the many advertisers taking paid advertising or sponsorship during our trials were:

Cartridge World, Northallerton	Abbey Health, Northallerton
Strikes Garden Centre	Style House Trading
Northallerton Angling Centre	MB Audio Visual, Thirsk
Flutterby's Nursery, Thirsk	Solberge Hall, Newby Wiske
John Gill Cars, Aiskew	Northallerton Tyre & Battery
Lookers Toyota, Northallerton	Fox & Hounds, Northallerton
John Pollitt Classic Cars, Bedale	Stonebridge Trout
Northallerton Kitchen & Bathroom	Maxwells of Northallerton
Peppermill Restaurant, Northallerton	Ashley's Babywear, Thirsk
Thomson & Frank Florist	Hares Studio, Northallerton
TLC Continental Travel	Alexander Optometrist
Camera Centre, Northallerton	Carthorpe Riding Centre
Sundial Motel, Northallerton	Night & Day, Northallerton
Zetland Wines, Northallerton	Greyhound Inn, Bagby, Thirsk
The Art Shop, Northallerton	Barkers, Northallerton
Swan's Jewellers	The Computer Shop, Northallerton
Fordy Travel, Northallerton	Tax Assist, Thirsk

Key local individuals & Organisations

"It's been shown in the last month that, as far as the people of Northallerton and the surrounding area are concerned, we'd love a radio station. The support is there ... good luck to you!" - Tony Hall, Mayor Of Northallerton, speaking on Hambleton Radio, 27th August 2004

Across our five trial services, we have been visited by and broadcast interviews with dozens of local individuals and representatives of local and community-based organisations.

The real desire to see a genuinely local station has been clear throughout and we are delighted to be supported by so many.

A selection of those interviewed during our trial, and who offer ongoing support for our plans, were:

Jan Marshall, Councillor and Mayor of Thirsk
Tony Hall, Councillor and Mayor of Northallerton
June Imeson, Hambleton District Council
Bill Shaw, Governor, Northallerton Prison
Thirsk Clock
Scott Handley & Ruth Annison, Wensleydale Railway
Jackie Haw, Blue Cross Animal Hospital, Thirsk
Audrey Lacey & Christine Carr, Northallerton Lionesses
Tony Jordan, Thirsk Rotary Club
Alec Dinsdale, Gayle Mill Restoration
Adam Moseley, Hambleton Leisure Centre
Thirsk Regeneration Initiative
Daphne Tompkins, North East Chamber Of Commerce
David Lindsay, NYCC Road Safety Officer
Thirsk Tourist Information
David Fay, Hambleton District Libraries
Hambleton Police Community Safety Partnership
Margaret Cunnington, Hambleton Bell Ringers
Great North Air Ambulance

Community Involvement

We have maintained a strong community presence throughout the last two years. Again, in addition to formal research projects, we have had the following involvement in the area:

- A Consultation Meeting at the Golden Lion Hotel in Northallerton in February 2005 was attended by 21 local people.
- Hambleton Radio produced a series of three newsletters, keeping local people updated about developments with the radio licence application process. Two were distributed in Northallerton, the third in Thirsk.
- Northallerton Local Radio sponsored a 'Carer's Day' organised by Hambleton & Richmond Carers' Association in Bedale.
- Northallerton Local Radio sponsored 'Man Of The Match' awards at the cup finals of the Hambleton Ales Sunday Football Combination.
- Hambleton Radio attended and led the procession at the 2004 Romanby Gala.
- Northallerton Local Radio was involved with three charity fund raising events during 2004, raising over £7,500 for a number of local charities.

Both the Hambleton Radio and Northallerton Local Radio trial services allowed strong links to be built with local schools and colleges – in particular, Northallerton College's Media Studies Department and its Youth Development Department. The opportunity was taken to involve locally based students and recently qualified journalists in our trial services, to provide valuable work experience.

It is our intention to maintain all of these initiatives with a full-time station.

Keeping People Informed

Hambleton Radio has kept local people fully informed of our progress throughout the last two years. Outside of our trial broadcasts, we have produced a series of newsletters detailing progress and promoting our trial services. These were distributed across Northallerton and Thirsk, and a further edition is planned for production immediately after the submission of this application.

Our website (www.hambletonradio.co.uk) has been maintained throughout, including periods when we have not been broadcasting. In addition to the latest progress with our application, the site also features up-to-date local news, weather and information – and has featured a selection of audio excerpts and interviews from our trial services.

Local Listeners

"I've been listening to Hambleton Radio all week. It's a great station to listen to. I'm not a local radio fan normally; I'm a Radio Two listener. However, it has been a very personal experience, as it has been so local. Hope you're successful in becoming full-time" - Sue Fenson, Northallerton

We have on file many dozens of letters, e-mails, text messages and anecdotal comments from listeners to our trial services. They enthusiastically seized the opportunity to sample our programming, give us valuable feedback and offer us their support for a genuinely local radio service for the Hambleton area.

8 Declaration

Applicants are required to conclude their submission by responding to the following question:

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

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

Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.

The Board of Harmony Broadcasting Limited confirms that, to the best of our knowledge and belief, all of the conditions listed in this declaration are met, and will continue to be met for the full duration of the licence.

Chris Parkin
Chairman, Harmony Broadcasting Limited