

## General Information

**a) Name of Applicant, Address, Telephone, Fax and Email address**

Radio Futures Limited  
Radio House  
19 Clifftown Road  
Southend-On-Sea  
Essex  
SS1 1AB

Telephone: 01702 347858 Fax: 01702 347858

**b) Main Contact (For Public Purposes)**

Gary Dingwall  
Chief Executive, Radio Futures Ltd  
19 Clifftown Road  
Southend-On-Sea  
Essex SS1 1AB

Telephone: 01702 347858 Fax: 01702 347858 Email [gary@radiofutures.co.uk](mailto:gary@radiofutures.co.uk)

Chris Vezey  
Consultant, VIP Broadcasting  
8 Bunbury Way  
Epsom  
Surrey KT17 4JP

Telephone: 01372 721196; Fax: 01372 726697; Email [cv@vipbroadcasting.co.uk](mailto:cv@vipbroadcasting.co.uk)

**c) Proposed Name (if decided)**

Seacoast Sound (working title)

**d) Brief Description of Programme Service**

A locally focussed music and speech service targeting the 45+ age group in Southend-On-Sea and the surrounding area with experienced, entertaining presenters talking about what matters locally and playing a wide range of familiar music from the past five decades and today.

**e) Main Contact (For Ofcom Purposes)**

submitted in confidence

**SECTION 105(A): ABILITY TO MAINTAIN PROPOSED SERVICE**

**1. Ownership and control of the company which will operate 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 Board of Radio Futures Limited comprises a dynamic mix of radio professionals with representatives from local business and the community

John Massey (Chairman)  
Gary Dingwall  
Andrew Diggory  
Linda Jones  
David Hamilton  
David Atkey  
Chris Vezey  
Emma Morris

- (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 firm plans at this stage to appoint any further directors

**DIRECTORS**

**JOHN MASSEY (Non-executive Chairman)**

John is one of the most successful businessmen in Essex and lives in South Benfleet with his wife and children.

Born in Southampton, John attended Salford University before embarking on what has been an enviable career, particularly since moving to the Southend area in 1974.

John's first job here was in Rochford as the Deputy Works Manager with the largest employer in the area at the time, Lesney Products where he was responsible for the majority of the 1400 staff making the famous Matchbox Toys.

It wasn't until 1981 that John started his first business in Hamlet Court Road, Southend selling telephone answering machines, building it into a company of 120 staff selling telephone systems nationwide. When John sold the company, Callback Communications, in 1988, he remained as the main board member to oversee its future until 1995 when the urge to set up another new venture took hold.

John's new company, Actimax Plc, specialising in the sales and maintenance of telephone systems, has won many customer care awards, was voted Best Business in Essex 2004 and most recently was voted Best Telephone System Provider in the Country, by the industry.

John was Chairman of the Governors at Wyburns School in Rayleigh where his children were educated and brings business acumen, drive and enthusiasm for the success of this venture to this chairmanship.

Interests: Chess, Bridge, Art & Garden Design

Professional Memberships: Freeman of The City of London  
FCIM (Fellow – Chartered Institute of Marketing)  
FCMI (Fellow – Chartered Institute of Management)  
F.Inst D (Fellow - Institute of Directors)  
C.Chem MRSC (Chartered Chemist)

Other memberships Institute of Wine & Spirits (Higher Diploma Awarded)  
Institute of Advanced Motorists  
The National Trust

### **GARY DINGWALL (Managing Director)**

Gary Dingwall is a founding member of Seacoast Sound and his passion for Local Radio was key to him joining the team for a new local radio station covering his home territory.

After spending a few years in the Army attached to the Royal Engineers it was Media Sales that started him on an eventful journey. Gary joined Essex County Newspapers working in the Classified and Display Departments before moving into Magazines and working with the Publishers Morgan Grampian.

In 1989 an opportunity to work at Essex Radio started the Love affair that still remains firm today, after 4 years covering the Southend area he was head hunted to assist in the Launch of Minster FM. With a successful launch under his belt he was offered an opportunity to return to the South working on the launch of Classic FM, selling both National and regional campaigns, seeing the station grow to the most successful commercial station in the UK.

In 1999 Gary was headhunted once again but this time for a rather unusual position that of Sales Director for a Polish TV station, an opportunity too good to miss and the family moved to Warsaw for the next three years.

On his return to Essex the opportunities of Multi channel Television seemed to be an obvious area to explore and Gary launched his own Channel Overload TV. The channel did well attracting a loyal 16-34 year old audience with a combination of Extreme sports, Music and Films.

After selling the channel to his business partner Gary set up The Digital Broadcasting Company, the aim of which was to explore TV, Radio and Online content opportunities. This culminated in the acquisition of the Musicians Channel on the Sky platform and the granting of a DSPS license for DAB broadcast.

Gary is an active member of Southend Roundtable and has worked very closely with Southend Borough Council on Southend Airshow and the Southend Cruise. He lives in Southend with his wife Clare and their two daughters.

Gary is confident that his 20 years of Media sales experience, of which four were selling Essex Radio in Southend, means a good understanding of realistic revenues enabling the station to flourish and meet the company's expectations.

Other Media Interests

#### **DAVID HAMILTON (Non-Executive Director)**

David Hamilton began his career in Forces Radio in 1959 and over the last five decades he has become

One of Britain's best known radio and TV presenters with over 10,000 radio shows and a thousand TV shows under his belt.

One of 'Diddy' David's first television jobs saw him appearing alongside Ken Dodd in *Doddy's Music Box* in the sixties before going on to host shows for Tyne Tees, Anglia, Westward and Southern TV. He also compered shows with The Beatles, Rolling Stones, David Cassidy and the Bay City Rollers before being invited to join BBC Radio1 in 1973.

Working alongside Noel Edmunds, Tony Blackburn and Johnnie Walker during the seventies, David was a regular host of *Top of the Pops*. He also hosted *Seaside Special*, the *Times Gala Awards*, the *World Disco Dance Championships* and numerous beauty contests.

David stayed with the BBC for many years as a DJ on Radio1 and Radio 2 before moving to commercial radio in 1987, working at Radio 210 in Reading, Capital Gold and Melody Radio.

Most recently, David has been presenting a daily morning programme on national DAB station, PrimeTime Radio along with many celebrity specials and *Million Sellers* heard across the Saga Group of stations.

For over 20 years he played football for the Showbiz XI, many as captain, helping to raise millions of pounds for deserving charities. He is now the team's Honorary President. His football passion has also seen him as Matchday MC for Fulham Football Club since 1997.

David brings a wealth of knowledge and unfailing professionalism to Seacoast Sound from his many years behind the microphone both at the BBC and Commercial Radio and TV.

David's affection for seaside has seen him make many personal appearances around Southend-On-Sea, most recently broadcasting from the Southend Airshow and he intends to be back on air here if the bid is successful.

Other Media Interests            GP Broadcasting Ltd (Lite FM)  
  Wizard Radio Ltd  
  Splash FM

Other Directorships:            Splash FM (Worthing)  
  KVFM Ltd  
  Battersea Dogs Home

**ANDREW DIGGORY (Non-Executive Director)**

I started my working life as an apprentice typesetter in 1983, from which I went into business with a company called typestyle which produced typesetting and artwork for a multitude of clients ranging from business cards, letter heads to report and accounts and corporate brochures for the likes of Ford Motor Company, KeyMed Medical services and Hayes Logistics but to name a few.

In the late eighties along with economic difficulties the industry went through major changes with technology and many businesses took the opportunity to move work that was previously out sourced in house. At this time I took steps and moved into working for publishers to produce products Britannia Music Magazines and Thompson Travel Brochures along with monthly periodicals. This gave me a great insight into the publishing world and after a few years of producing work for publishers I found an opportunity to merge my typesetting business with a publisher.

At this time we produced a monthly magazine title which ran for couple years and then moved into weekly publications, with my company's experience by now we were able design make up, write and produce complete products in very quick turn round times. Our first product to hit the Market Place on a weekly basis was a product called the Commuter. The Commuter was a broad news weekly tabloid available at main line railway stations into London by means of pick up. The product came to a demise due to the privatisation of British Rail. At the time we had an exclusive contract with British Rail Advertising giving us unlimited access to the stations for a fixed monthly cost. With privatisation this cost escalated one hundred times, making it financially impossible to continue in this guise.

We then reinvented ourselves and took on the weekly paid for market with a product called the Essex Courier available over the majority of the county at newsagents and retail outlets alike. A

very tall order and potentially bit off more than we could chew, although difficult we did have a good few years of success but the pressures and tactical moves from our competitors resulted in re-evaluating the product.

In November 2003 The Enquirer was born, a newspaper available free of charge for pickup at over 600 newsagents in the south east of Essex. This is still the product of which I am involved and which has proved to be very successful. It prides itself with very strong editorial content that appeals to its readers and businesses alike, the product enjoys currently readership of well in excess of one hundred thousand.

I have been a fan of radio throughout my life and believe that the partnership of an independent newspaper with a wholly independent radio station will serve to greatly benefit both parties.

### **Personal Profile and interests**

I am 40 years old, unmarried but have a long-term partner. My love is my work and I spend vast amounts of time at work including weekends. Other interests are playing sports such as squash and football when I have the time.

### **CHRIS VEZEY (Non-Executive Director)**

Chris began his career in the music department of the BBC in the early 70's, direct from school, dealing with the music for recording sessions which often meant adapting and writing missing parts during the sessions. Progressing to become the youngest Producer at Radio 2, in 1978, he produced many of the daily programmes with Pete Murray, Jimmy Young and David Hamilton and took on many specials with stars from Bob Hope, Bob Monkhouse and Joan Collins to recording artists like Glen Campbell, Randy Crawford along with prestigious 'live' concerts at major venues.

Moving to Radio 1, Chris was given charge of the afternoons with DJs Gary Davies, Steve Wright and Bruno Brookes, additionally producing outside broadcasts from The Montreux Rock and Pop Festival to the Radio One Roadshow.

A promising freelance career beckoned in 1988 and saw Chris simultaneously launch a breakfast show for the new BBC GLR in London; a Gold Service, Neil Fox and a Kenny Everett series for BFBS while maintaining a weekend programme with Mike Read on Radio One.

Chris became Head of Programmes at Classic FM before its launch 1992 and was instrumental in its early success, responsible for hiring and training staff on both sides of the microphone and winning several awards along the way, including two Sony Radio Academy Awards for *National Station of the Year*. Chris personally negotiated and produced major concerts with the 3 Tenors, Paul McCartney and many of the finest orchestras and performers in the World. Before leaving Classic, he created the daily *Hall of Fame* programme, attracting £1 million in sponsorship from Renault.

In 1998 Chris set up his own company, VIP Broadcasting, a consultancy and production house which has since had prestigious radio series, features and concerts broadcast in 17 countries, two sponsored channels on British Airways and won a New York Festival Award for *Best Sound*.

In 1999 Chris was invited by RTE to research the market and create a new National Music and Arts channel in Ireland, called Lyric FM and more recently he set up and edited all speech and features for DAB stations PrimeTime Radio and Saga Radio. These three stations have enjoyed a total of 4 *Station of The Year Awards* in as many years and continue to grow.

Chris brings valuable radio experience and vision in commercial radio management with an ability to draw the best out of staff and presenters with high quality on low budgets. In the event of a successful licence application, he will take on the role of Programme Director to guarantee the station a successful start.

Chris is a music composer and enjoys cooking, walking and travel.

Memberships:           MCPS (Mechanical Copyright Protection Society)  
                              PRS (Performing Right Society)  
                              Radio Academy

Media Interests        VIP Broadcasting

### **Linda Jones (Non-Executive Director)**

Linda is the Director of Business Enterprise and Innovation at the University of Essex and has been employed in Higher Education for the last nine years in various management positions largely focused on business development and special projects.

Prior to this Linda, worked predominantly in the commercial sector and owned and managed her own precision engineering business for three years but as a result of the recession, took a PGCE course and became a secondary school science teacher for a year.

She then worked at the University of Greenwich for 7 years, where she helped establish a Commercial Development Unit which was the focal point for the management of all the University's non-mainstream activities.

Linda is currently leading on establishing the University of Essex in Southend which will include a fully functioning HE campus and Post Graduate Centre alongside the new South East Essex College building currently under construction in the centre of the town.

### **David Atkey (Non-Executive Director)**

David started his musical career as a backing g musician for Diana Ross and The Supremes, John Lee Hooker and Stevie Wonder before joining the BBC in 1968.

As an engineer at the infant Radio 1, his talent was quickly recognised and David was appointed Producer after only 6 months. Rising through the ranks to become Executive Producer in charge of all outside broadcasts and Executive Radio Producer of Live Aid in 1985, David was the

powerhouse behind the famous Radio 1 Roadshow in charge of tour dates, venues and equipping the 9 ton Roadshow vehicle.

Few people have more experience of working with major names in British Broadcasting, stars like Noel Edmunds, Kenny Everett, Dave Lee Travis, Simon bates, Tony Blackburn and David Hamilton. David worked for BBC TV in Manchester on the BBC 2 series *The Oxford Road Show* and a series called *One For The Road* with Peter Powell. He also took part in the organisation of Prince's Trust Concerts.

During his time at Radio 1, he worked closely with the Variety Club of Great Britain and Save The Children. Leaving Radio 1 in 1988, David set up his own Radio Consultancy company – The David Atkey Organisation and was headhunted to be a founder member of pop station Atlantic 252, later moving on to assist in the launch of Virgin Radio in London. As Head of Promotions he managed the Virgin 105.8 marketing and promotional campaign. David joined CLT's Talk Radio as Operations Director in 1996, responsible for a £3 million budget. The David Atkey Organisation currently manages national DAB stations PrimeTime Radio and Saga Radio.

David has been connected with local broadcasting for the past ten years and was part of the winning application for Splash FM in Worthing where he is a director. His experience in setting up a similar station in size to Seacoast Sound, which has enjoyed considerable success both financially and in audience terms, will contribute considerably to the smooth operation at Seacoast Sound with time spent weekly at the station.

Other Media Interests:            Splash FM (Director)

### **Emma Morris (Non-Executive Director)**

Emma lives in Rochford and holds exceptional credentials and praise for her work in the community.

After six years working for various companies and a break to pursue competitive jumping and teaching of young riders, Emma joined the prison service, first at Holloway and then at Chelmsford where she was introduced to NACRO, a voluntary organisation dedicated to helping crime reduction. As a result of her subsequent work she was nominated NACRO's volunteer of the year and last year set about creating her own company - Emma Morris Associates 'Empowering People To Change'.

Emma's organisation has been established to facilitate the delivery of the Chance 2 Change Project, a referral project that has been devised and developed to accommodate and address the needs of young people who demonstrate behavioural, offending or anti-social difficulties within society. The success of the Chance 2 Change project has been made evident through the pilot scheme that was launched in 2004 in partnership with Nacro and Mid-Essex Youth Offending Team. All those referred to the pilot programme passed successfully with a subsequent conviction rate of zero.

Emma strongly believes that volunteering is vital to the success of local projects and personally has gained a great sense of self-satisfaction from volunteering, encouraging positive change in her

life. Emma's experience in the community will make an invaluable contribution to the board of Seacoast Sound.

Last year Emma was invited to meet The Queen at Buckingham Palace in recognition of her voluntary work.

## **Other Key Staff**

### **Glen Fraser – Chief Engineer**

Brings a wealth of engineering experience to Seacoast Sound plus a detailed knowledge of the Radio House studios.

A resident of Southend-on-Sea for all of his life, Glen's first job was at Amstrad, testing hi-fi equipment and fault finding. He joined Essex Radio in 1983 as a freelance technical operator and later adding freelance presenting. Glen was Chief Engineer until Essex Radio moved from Radio House in 2004 but has since retained a role maintaining the studio.

Glen's engineering and design clients include Alice Broadcast, BFBS, SSVc, Tindle Radio, KMFM Group and the Digital Broadcast Company.

Glen proved his love of real community broadcasting with his involvement in many RSLs in the area in the past decade including CFM (a religious station for the Big Event), Sunshine Searock which raised £7000 for Muscular Dystrophy, Supanova (1998) and The Hub (2004)

Interests IT, electronics, home DIY and radio controlled model plane flying

## **Key Presenters**

Submitted in Confidence

### **b) Proposed Investors and Shareholding Structure**

Full details of the proposed shareholding structure should be provided

i) Radio Futures Limited is registered at 9 Nelson Street, Southend on Sea, Essex. SS1 1EH. And will be capitalised at £300,000.00. Names and addresses of all existing or proposed shareholders are submitted in confidence

## **Share Structure**

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

iii) All voting shareholders and holders of 5% or more of non-voting shares and loan stock should be named. State the

number, class/classes and price of shares to be issued to each investor

Shareholder	Ordinary Share
Gary Dingwall	400
John Massey	300
Andrew Diggory	100

- iv) Outline any shareholders agreements or arrangements which exists  
None
- 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.  
Gary Dingwall
- vi) Ofcom may request additional information (eg banker's letter, statutory/management accounts) regarding the shareholders, or any other providers of finance, listed in the application.

**c) Involvement of the applicant in Specified Activities**

- I. Advertising Agencies - None
- II. Newspapers: Andrew Diggory is the 100% owner of The Southend Enquirer Newspaper
- III. Other Broadcasting Interests:  
Gary Dingwall owns Media Sales & Management 100% and 5% of The Digital Broadcasting Company
- IV. Bodies whose objects are wholly or mainly of a religious nature – None
- V. Local Authorities – None
- VI. Other publicly funded bodies - None

**2. Financial and Business Plan**

**a) Overall Financial Strategy**

Seacoast Sound is built on strong foundations with realistic financial projections to build the station a robust future.

Local knowledge from a majority of the board, management and staff who live within the TSA combine with exceptional radio management and sales skills, to offer an enviable team, able to steer Seacoast Sound into profitability.

Seacoast Sound is not part of any radio group, national or regional, and it is this independence from any external influences that gives the station its true localness, enabling it to focus solely on clients in Southend-On-Sea and its surrounding areas.

Partnership with the Southend Enquirer Newspaper will immediately boost promotion and associate 12 additional sales staff with our own team, who will either be trained in selling radio airtime or directing prospects to more appropriate members of the radio team.

The Sales team will be headed by a highly motivated leader, experienced in TV, national and local radio who already enjoys personal contact with a high percentage of local airtime buyers. Research with local buyers has proved positive with letters of support received from a number of Advertising agencies. One of the largest spenders on Essex Radio stated that their clients' focus was being more targeted on the Southend area.

There are many local advertisers who either cannot afford county wide advertising rates or find there is too much wastage in areas outside their domain by using the larger Essex stations. Seacoast Sound will enable local advertisers to compete more favourably and effectively in the local radio market particularly against other more traditional methods of local advertising.

A spot advertisement on Seacoast Sound will incur a cost of approximately 10% that of a similar spot on Essex FM and will be more targeted for the advertiser. A projected average spot minuteage in year one of 7 minutes per hour between 0600-2400 will bring the station into profitability in year one. However, our research projects a higher percentage take up, thus enabling a more substantial financial foothold in our first year, particularly when adding sponsorship and other revenue. Projecting a 10%, year on year, increase of sales in both years two and three is a sound and attainable target.

With seven high specification radio studios at Radio House and a ten year lease on the building, our set-up costs are severely reduced, enabling staff to begin early training and greater funding to be directed into the launch. The enviable size and quality of the studios will prove a valuable backbone for the intended high production values of our programme output. Sales clients will also be impressed by the size and professionalism of the whole operation, yet the value for money.

Seacoast Sound boasts a team with unparalleled experience in radio station set up, management and production on a national scale both here and abroad, guarantees the station a sure-footed start. Some presenters are already well-known and loved by the Southend audience. Additionally, the widely talented board adds dynamism, valuable broadcasting experience and local involvement to complete the promising picture.

Not being part of any other radio group, yet being able to call upon the experience of highly talented, award-winning national radio professionals from within our team for in-house training and guidance, will enable us to dedicate our full attention to delivering the finest service to our listeners. One team, all pulling in the same direction to achieve our aim of becoming the most listened to station in our TSA.

## b) Funding

### Sources of Funding

(i)	Share Capital	£300,000.00
(ii)	Loan Stock	-
(iii)	Leasing/HP facilities (capital value)	-
(iv)	Bank Overdraft	-
(v)	Grants and Donations	-
(vi)	Other (please specify)	-
	Total	£300,000.00

Where relevant, provide information on:

- (i) Loan Terms (e.g. interest rate, repayment terms, redemption/conversion terms)
- (ii) Assets leased

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

## 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/ri/commer/ar/lapr/ftap.xls](http://www.ofcom.org.uk/radio/ifi/ri/commer/ar/lapr/ftap.xls) using information from this 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.

## Advertising Revenues

Our advertising model is based on predicted spot volume to which prevailing industry prices expressed as CPT (cost per thousand) has been applied. Therefore, our spot rates are shown to rise as audience builds. To preserve our realistic model of assumptions, we have chosen not to exceed an average of 7 minutes per hour for the day parts 06.00 to 24.00 and not allow for any revenue generation overnight. More modest volumes have been predicted in Years One and Two. Across 24 hours we are assuming no more than 50% take-up of available commercial airtime, which we know from experience to be a conservative target estimate.

Pricing for inaugural advertisers has been guided by our audience model, in advance of publication of our first RAJAR figures allowing for compensatory volumes to be added to subsequent campaigns should RAJAR prove disappointing. We will allow for this eventuality by not overstating initial volume assumptions, allowing for some latitude in later inventory availability.

Notwithstanding the prospect for growth in national advertising revenue, we have assumed that national advertising could contribute approx. 10% of our sales by volume, however we have not built these figures into our projections. It is our aim to support local businesses and keep rates at a realistic level, rather than following the Essex FM model and squeezing out local advertisers and relying on National revenue to make huge profits.

We anticipate that local revenues will benefit to some degree from the detected bias of Essex FM towards more profitable national advertising. On the day we monitored output Essex FM had 59% of its ad base drawn from national advertisers whereas Essex companies accounted for 30%, with just 11% in the Seacoast Sound TSA. This we understand to be unusually high.

Alongside our own Sales manager we will be utilising the Sales team within the Enquirer Newspaper to cover the ground more effectively  
This will also enable us to meet our requirement for a team that is capable of converting new radio customers into regular sales streams.

### **Marketing and Promotional Strategy**

The commencement of our ongoing marketing means that £60,000 is allocated to marketing up to the first anniversary of launch date. This will be made up of above and below the line activities including local press, outdoor posters, bus backs, Ad shells and the facility of an initial Town-wide leaflet campaign that will provide potential listeners with programme schedules. Our director-level experience in the marketing arena will enable us to continue to take advantage of economic sources of Media, print and design.

High profile outside broadcasts will also be prominent as part of our pre-operational and launch period activities. Director Gary Dingwall has access to a 28sqm LED mobile screen which will be used for open-air events, including Southend Air show.

We anticipate developing and extending our existing website ([www.seacoastsound.co.uk](http://www.seacoastsound.co.uk)) to incorporate the latest thinking in polling and SMS message-based marketing. Incentives on the website encouraging listeners to leave their mobile phone numbers will enable us to both poll and text our listeners, creating a highly viable alternative communication channel. Our launch will be accompanied by a high profile on-air competition that will combine the call to action of a visit to our studios at Radio House.

### **Funding**

The funding plan for Seacoast Sound is to provide 100% of the cash requirement prior to broadcast, in the form of share capital.

Our model presents a station with an efficient and cost-effective structure, which rapidly wins a respectable audience and generates healthy levels of advertising, we have the skills and the experience to make this happen.

The financial result is a station which moves into profit during year two of broadcasting.

The funding requirement to ensure a comfortable level of headroom until the business is cash generative, is for £300,000 of share capital.

We also have an 'in principle' overdraft facility from our bankers, Barclays of Rayleigh.

## **Conclusion**

It is our aim to introduce, launch and build a powerful new radio brand in our coastal strip of Essex. We have carefully costed the funding requirements necessary to make Seacoast Sound a long-term success. We have the necessary levels of programming, promotions and presenter resource in order to hit the ground running. Our costs will be carefully controlled. Our programming reflects the comments of the people who have said they will be our audience.

The Directors of Seacoast Sound also plan to enter The Enterprise Investment Scheme (EIS) upon award of the licence.

## **Understanding the market.**

### **Population and Economic Profile**

Southend-on-Sea is the largest town in Essex, located at the mouth of the Thames Estuary and is the nearest resort to London with extensive beach and attractions. In the immediate hinterland is the more rural District of Rochford, encompassing the towns of Rayleigh, Hockley and Rochford. To the west, the TSA includes Hadleigh, South Benfleet and part of Canvey Island. As the largest town for the region, Southend is the local centre for shopping and entertainment, with a library that lends more books per head of population than any other in the country and the largest pleasure pier in The World.

Business in the county is booming with low unemployment compared to the national average. Most people who live in the area work locally in one of the many manufacturing industries, engineering firms, utilities, construction or communications companies. The area is thriving with business parks, which dominate the local economy, housing a higher proportion of small companies than the national average. Consequently, two-thirds of people use cars for travel to work, necessitating local road improvements to reduce peak time jams.

Southend became a Unitary Authority on 1st April 1998, when the Council became responsible for running a number of areas, such as social services and education, which had previously been controlled by Essex County Council. The airport holds the largest free air show in Europe and is set for major growth.

### **Southend and The Gateway**

As part of the Thames Gateway, a national regeneration priority, The Thames Gateway South Essex (TGSE) Partnership has identified the following priorities for Southend:

- Transforming Southend into a thriving cultural hub for south Essex, by developing its cultural strategy, beach facilities, resort and tourism facilities and leisure attractions, and the overall environmental quality of Southend and its environs

- Developing the area's university facilities, expanding upon the new Southend town centre campus to provide sustainable and accessible facilities for the region
- Improving the accessibility of Southend and Rochford by improving surface access, both road and rail, and upgrading London Southend Airport to support stronger links with Europe

## **Population**

Census 2001 shows the population age in Essex generally, to be higher than the UK average. The 10-44 age bracket is lower, showing decline in the 15-29 age group, while the 45+ bracket is higher and increasing and set to increase way out of proportion in the first half of this century. Population countywide is also on the increase, rising 4.3% in the eighties and 4.9% in the nineties.

## **Property**

Southend-on-Sea had the highest number of property sales<sup>4</sup> in the county during the past year with an average house price £48,257 lower than the county average of £215,239 and only a 0.7% rise in price. In line with the Thames Gateway South Essex objective to provide 5000 new jobs in Southend by 2011, there are plans to build 2,750 more dwellings in Southend to accommodate the predicted need.

<sup>4</sup> Land Registry of England and Wales year to September 2005

In Rochford Council area (Rayleigh, Hockley and Rochford), 86% of the district's households are owner occupied, the fourth highest percentage in the country. Prices here increased by 5.9% placing the area the fifth highest priced area to buy property in the county, proving the desirability of the area. Prices here are just £5000 behind the average price of a home in the South East of England and higher than that across England and Wales generally.

Three quarters of householders in Essex are owner-occupiers, higher than the national average.

## **Work patterns**

15% of fulltime workers clock up 31-37 hours

50% of fulltime workers clock up 38-48 hours

26% work in excess of 49 hours – a higher figure than the rest of the country

Those permanently sick and disabled make up 3.12% of all people in Rochford and 4.93% in Southend

## **Politics**

The transmission area is represented by three Conservative MPs, all with clear majorities. Additionally, the local councillors in both districts are predominantly Conservative

## **Leisure**

Southend-On-Sea is very much a seaside resort not only involving tourists but the residents themselves who hold the beach and parks in high regard. Watersports, fishing, sailing, sitting on the beach are popular with a new marina currently under consideration.

The thriving music scene appeals to all ages because it is less 'pop', with real music venues continually selling out. Donovan, Eric Clapton and Ronnie Wood have all played at the Club Riga,

a small intimate venue in line with others in the town. Live music has been big here since the sixties with local names like Procul Harem, Kursaal Flyers, Robin Trower, Digby Fairweather and Paul Da Vinci all enjoying success.

The arts are big in general with prestigious touring plays, concerts and shows particularly at the Cliff's Pavilion. Local actress Helen Mirren is very much behind the refurbishment and re-launch of the Palace Theatre which is currently dark. There's also a thriving amateur music scene with local operatic groups and well-known choirs.

Other popular pastimes include gardening, golf, horse riding, flying and eating out.

#### **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;
- (ii) Projections for listener ratings (e.g. weekly reach, average weekly hours of listening) over the first three years of the service, with detailed demographic breakdowns as appropriate.
- (iii) The expected impact of the proposed service on existing services, in listenership terms.

#### **1 Transmission Area**

(i) The Seacoast Sound TSA, from the proposed Maitland House site in Southend reaches a potential 15+ adult audience of 184,860 on a field strength of 60. This is comparable to the 2001 Census figures for Southend and Rochford council districts of 193,989, the numbers and areas we have used for all our research.

(ii) We have looked at three accepted formulae for converting our quantitative research figures into weekly reach, with results varying from 19.2% - 31% reach. For caution, we are adopting the lower figure as the basis for our 2<sup>nd</sup> year projection. In respect of hours, our respondents ranged from 7 – 9 hours depending on their likelihood to listen.

Demographic	2006	2007	2008
Total Adult Population 15+	193,989	193,989	193,989
Adult 15+ Weekly Reach	32,978 (17%)	36,857 (19%)	40,737 (21%)
Adult 15-44 Weekly Reach	14,670 (16%)	15,128 (17%)	16,045 (18%)
Adult 45+ Weekly Reach	18,308 (18%)	21,729 (21%)	24,692 (24%)
Adult 15+ Average weekly hours	7	9	10
Adult 15+	230,846	331,713	407,370

Total Hours			
Adult 15-44 Total Hours	93,536	125,278	148,093
Adult 45+ Total Hours	137,310	206,435	259,277

These figures compare with countywide figures for other stations liable to share Seacoast Sound as follows:

Station	Weekly Reach	Average Hours
Essex FM	28%	10.5
BBC Essex	19%	15.8
BBC Radio 2	23%	15.6
BBC Radio 4	20%	13.6

Source: Rajar Qtr 3 2005

(iii) The impact on existing services in the area differs with age. The younger 15-44s are more likely to stop or lessen their listening to BBC Radio 1 and Essex FM, whilst the older 45-74s are likely to listen less or stop listening to BBC Radio Essex, BBC Radio 2 and Essex FM.

(iv) These figures are originally based on the Census 2001 population for the Districts of Southend and Rochford, broadly comparable to the Arqiva TSA below. Those liable to trial Seacoast Sound were derived by using the formula of 75% of the 15-74 yr olds very likely to listen (27%) and 50% of those fairly likely to listen (56%) giving a total of 48%. Assuming that 40% of trialists convert to the station, the reach becomes 19.2% - the figure we have adopted for our second year on air.

### 3. Transmission Proposals

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

**Name and National Grid Reference of site;**

Maitland House. Ngr TQ882857

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

20 metres

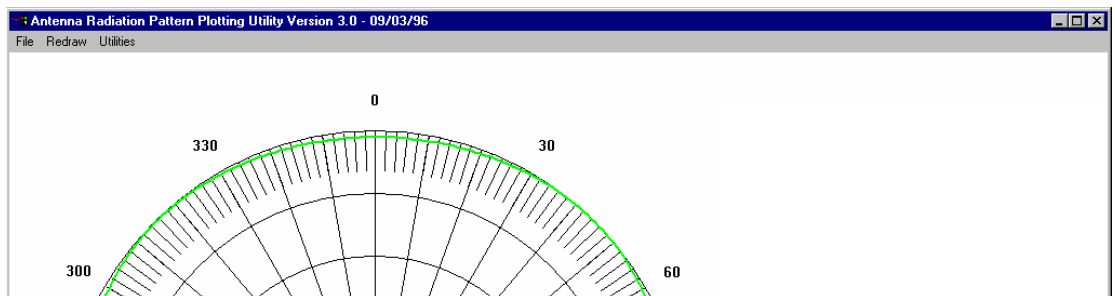
**Height of transmitting aerial above ground level (in metres);**

43 metres

**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).

250 watts vertical + 62 watts horizontal



### **Antenna pattern directional**

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(s) should also be provided.

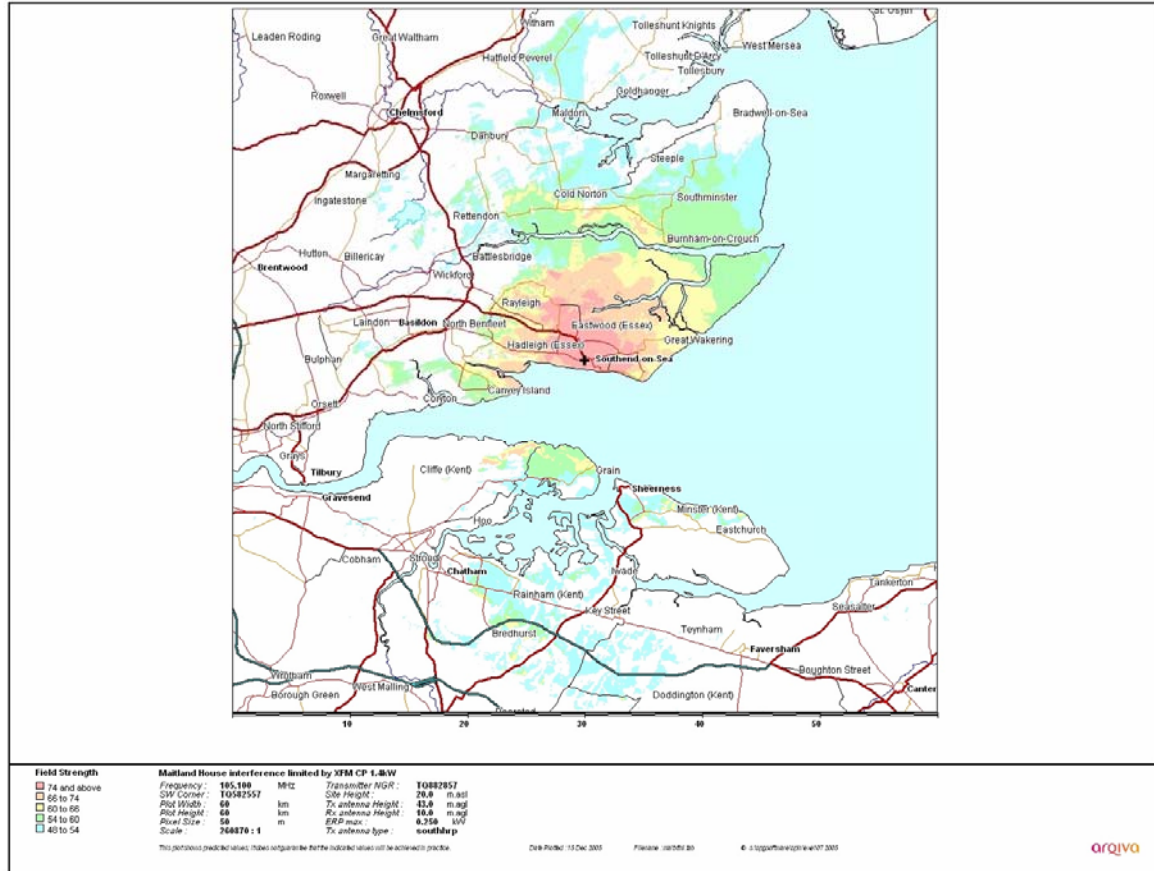
Arqiva has informed us they have been in contact with the owners of Maitland House where Arqiva have an existing antenna, this can be made suitable for sharing and accommodation is available for the Transmission Equipment.

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.

Arqiva have chosen this site as it provides excellent coverage for Southend and surrounding area, and in their opinion meets the Ofcom restrictions for this licence.

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

### **Maitland House with Interference from XFM and Wave**



(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/codes\\_guidelines/broadcasting/radio/codes/engineering\\_code.pdf](http://www.ofcom.org.uk/codes_guidelines/broadcasting/radio/codes/engineering_code.pdf)

Our Transmission provider is well resourced to install the complete system and subsequently maintain and monitor the Transmission parameters. Telemetry and remote monitoring systems provide information back to their control centre e.g. Carrier Power, lack of modulation etc on a 24 hr basis. Their maintenance personnel are highly trained with the necessary spares and test equipment to resolve any problem quickly.

(iv) 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.

The anticipated time-lapse between the award of the licence and start of broadcasting is 5 months. While our situation would allow us to start almost immediately, we will use this time for finer detailed research, building our community relationships, securing a robust sales portfolio, and time for staff selection & training prior to launch.

## SECTION 105(B) AND (C):

## CATERING FOR TASTES AND INTERESTS/BROADENING CHOICE

### 4. Programming Philosophy

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

*"The new station will feature knowledgeable, experienced, entertaining presenters, talking about what matters locally, and playing a wide range of popular music from the past five decades and today."*

RESEARCH SHOWS 82% OF ALL ADULTS WOULD BE LIKELY TO LISTEN TO THIS STATION<sup>5</sup>

It is quite clear, and our research underlines this, that Southend almost unanimously demands a local station, run by locals catering for the local audience. The two other commercial stations whose TSA cover the Seacoast Sound area are either countywide with major sharing of syndicated GWR (GCAP) output or broadcast from outside the county with local windows of opportunity in each hour. In many cases, commercial radio listening to London stations like Kiss, Heart and Magic is preferred by commercial radio listeners in the Southend area to its own local commercial product. Stations in Kent are also listened to.

We believe for a new station to succeed in Southend where there is the choice of national commercial stations, new digital channels, receipt of big London stations and all BBC, it must be unashamedly local, without being parochial.

In quality, we aim to give BBC Radios 2 and 4 a run for their money, from the experience of our presenters and the editorial standard of our speech output to the variety of music we play. Seacoast Sound listeners must raise their expectations and not be surprised by their increased listening hours once they have sampled Seacoast Sound.

Seacoast Sound will reflect the lives of its audience, many who will have been born in the fifties and sixties with the attitude and health of someone ten years their junior, compared with their parents who were not educated in health and fitness and could not look forward to the advanced technology we enjoy today. Consequently, we are not talking about an 'old' audience, even at 65, but broadcasting to an active, fitter, open-minded group of individuals who demand more out of life and a radio station to match. Our research also demonstrates the appeal of Seacoast Sound to those younger than 45 who will become our core audience in years to come, appreciative of our attitude and the music we play.

There's plenty to uplift the area over the coming years, from the many regeneration schemes like Renaissance Southend, improved communications, proximity to the Olympics and an expanding airport. Seacoast Sound will be there to assist in the enrichment of lives. We will keep the listeners informed, 'talking up' our TSA, acting as a catalyst for all that's good in the area but if matters need debating, then we will invite our MPs, councillors or those involved to 'live' open discussion in the studio.

Being part of the community will be crucial to our success, but the usual public service items need to be carefully handled. We will take fresh approaches to the expected items, building our relationship by demonstrating to the audience how we care about what concerns them, what

makes them happy, the environment, those with disabilities and our involvement with local charities.

The music selection will be paramount to audience building in both size and hours. The database, already in place with in excess of 8000 songs will enable low rotation across a variety of genres, guided by our research. This philosophy of a wide mix and low rotation goes against many commercial radio beliefs but has already been proven in Essex by DAB station PrimeTime Radio whose average hours have steadily grown to 22.9 in Qtr 3 2005.

Our association with The Enquirer newspaper group will enhance our desire to bring every angle of news and information immediately to our listeners, affording us the opportunities to work jointly on local initiatives we believe to benefit our audience.

<sup>5</sup> Quatitative Research

### **Programming Strategies**

- (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

### **Catering for The Tastes and Interests – Music**

Our music testing was designed to understand the likes and dislikes of all adults by genre and sound from the 60's through to today.

Firstly, specific questions were asked about music on the radio in the Southend-On-Sea area:

- 48% agreed there was *not enough music variety on the radio*
- 45% agreed, particularly 45+ adults, *there is too much emphasis of pop hits on the radio*
- 63% agreed, 40% very strongly, *there are some great album tracks that don't get played on the radio*

Montages of music distinguishing eras and genres were played to determine the views of all adults and those likely to listen to Seacoast Sound. The sixties came out clearly on top with nearly half of all potential listeners wanting to hear it, and the seventies a unanimous second. From there on, age demographics divided the field with the younger adults preferring the 80's, 90's and soul and the 45+, 'definite listeners' putting hip easy 3<sup>rd</sup>. It is interesting to note that this 'hip easy' selection of classics and standards sung by modern day artists came an overall 5<sup>th</sup> and featured artists not heard on Essex FM or Classic Gold Breeze. Other genres researched have provided a useful snapshot for the music programming we will adopt into our output, but additional detailed music testing will prove worthwhile in really knowing our 45+ audience boundaries. One thing Seacoast Sound can be sure of is very knowledgeable music staff, with a wide knowledge of repertoire and a matching database ready to cater for this audience.

The daytime music will be influenced by our quantitative research to target the over 45s as above ensuring a good percentage of 60's, 70's and easy tracks are played in our daytime mix. In the evenings, in line with demand, there will be a little more room to indulge the listener with a few more album tracks that will demonstrate our willingness to go the extra mile in finding music to please the audience. Will listeners choose our music selection over the TV in the evening as they re-kindle their interest in music? We will feature specific albums and invite artists, both local and visiting, into the studio to highlight their music whilst involving the audience in selecting other choices between 1900-2200. And for lovers of live music, full information about who's playing where.

### **Catering for the tastes and interests – speech and community**

Our research has provided a good picture of the population and the demands of potential listeners from a new station in Southend. As a county, almost two-thirds of the population travel to work by using a car, 11% walk or cycle and there is a growing number of workers from home. It is not surprising that the two most demanded speech items by all 15-74 yr olds are Local News for Southend (+93%) and traffic and travel news (+86%).

### **News**

News durations on weekdays will be 4 minutes at 0600, 0700, 0800, 1600 1700 with 3 minutes at all other times except 1300 & 1800 which will comprise a 10 minute news programme. Additional 2 minute headlines will feature during morning and afternoon peaks hours. At weekends, our news team will provide a full service between 0700-1300.

Some local news stories will require longer debate and may be covered in either of our interview spots at 1100 or 1500, details of which are found later in the document. Lighter on-going stories will attract additional reference by our presenters at other times. Additionally, there will be a look back at the week's news and the guests on Seacoast Sound every Sunday 1300-1400 utilising interviews heard during the week.

Our newsroom will subscribe to IRN for news information, audio clips and out of hours news service but weekdays between 0600–1900, all news output will be co-ordinated and written by our own on-site newsroom in order to develop an integrated station news style and for the voices of our news staff to become a familiar and respected part of our output. Considering the major contribution our news staff will make to the station output, we will search hard for the right combination of serious journalistic ability, local knowledge, vocal authority and warmth.

### **Local News**

Local news will be integrated into main bulletins with national stories in a priority order decided by the news editor for each bulletin. Local news will not be restricted to bulletins, with presenters encouraged to talk about local issues generally and particularly in our mid-morning and mid-afternoon interview features. Our association with the Southend Enquirer will doubly ensure our policy to be first for local news.

### **Sports News**

In our research, local and national sports news divided the sexes, proving to be a man's thing and scoring lower than What's On news. However, some sports are of national interest generally and will be covered, as will our local football team who are currently newsworthy as they continue to

deliver. In fact, Southend United FC have offered us exclusive home and away game live commentary which we may prefer to offer as a service on our website with live updates on air. If we win the licence, we will probe deeper into this area in our proposed fine detail research prior to launch, to determine exactly which course to take.

### **Local Travel News**

With so many listeners travelling within or across our TSA each day and a roads infrastructure and public transport system in need of overhaul, a reliable and comprehensive travel news information service is key to listener's interests. Seacoast Sound ETA (Essential Travel Alert) will help listeners gauge journey times, encompassing all modes of transport including the proposed cross and down river transport when it arrives.

With direct links to relevant services and hotlines directly from their HQs to our studio, we aim to provide the most up-to-date and comprehensive travel news in the area. We will rely on a reputation for an unrivalled travel news service to increase sampling and conversion to Seacoast Sound with a dedicated local collator on staff communicating with: Arriva, One, C2, Essex Police, our listeners' ETA message and text line, Southend and Rochford Councils CCTV, Stephenson's Coaches, Southend and Stansted Airports.

### **Local Weather**

This will follow every news bulletin or headlines, varying in degree from a full three-day outlook, to today's weather only, after headlines. Being a holiday resort with tidal rivers and a population keenly involved in coastal pursuits, there will be detailed coverage of coastal conditions, tides and winds. These will be covered within main weather forecasts but most detailed at breakfast, 1300 and 1800.

### **Job Vacancies**

Although job vacancies scored low in research, nearly half of respondents thought it important. We intend to make this a more interesting short feature highlighting and talking to companies in the area who have a vacancy. Rather than list a few jobs in 30 seconds (as heard elsewhere in the county), the point here being to 'talk up' local companies and the opportunities of work near home. This will also serve to increase station trial every day.

### **What's On Guide**

There are two kinds of What's On – commercial (paid for) and community (free) open to everyone in the community. This particular feature will alternate hourly between free promotion for the likes of the Local Operatic Society and local fundraisers in one hour, and a paid-for spot for say Jamie Cullum at the Cliff's Pavilion in the next. The reason here being to regulate these events guides to a set time each hour, always presenter read, enabling us to de-clutter the standard spot breaks and avoid tune out. All events will be featured on our website. Should any event be worth greater discussion, there will be room in one of our mid-morning or mid-afternoon interview spots to talk in greater detail with perhaps some rehearsal footage of amateur production or CD for big names.

### **Weekly Roundup**

Each Sunday lunchtime between 1300-1400, we will roundup the week's news and interviews, mixed with music, in a one hour look at the week in Southend which will prove of interest to those who are unable to hear the content during the week.

### **Additional Local Coverage**

In both our morning and afternoon programmes there will be interviews including regular lifestyle features ranging from Healthy Living, Finance, Consumer and CAB matters to Holidays, Hobbies, Books and Celebrities performing locally. These programmes will regularly invite our local MPs, Councillors and other topical news-makers into the chair for live discussion and listener interaction. The Police too, don't always have a chance to talk about their successes or charities talk about specific local projects. We will support the thriving local arts scene which may have considerable Council funding withdrawn in the next financial year putting local festivals and the Southend Musician Of The Year at risk.

### **Charity Involvement and social gain**

Many of our team are already involved with local charities and are keen to use our position in raising awareness of other local charity work and fundraising. The satisfaction from this kind of work amongst staff is high, and bonds the station with the community. Main presenters will be contracted to attend a certain number of functions per year without fee and there will be a nominated member of staff who will be the main contact with the community ensuring a fair and balanced access to the airwaves for everyone.

Social Gain are two words not usually heard in the same breath as RAJAR figures but we believe that as a radio station with standing in the community, there will be areas in which we will be able to help. Much of this work is covered by charities and voluntary groups but we may help through the interviewees we choose to invite, perhaps discussing how to get out of debt, boosting self-esteem and being able to walk tall when the chips are down, promoting the full range of adult education available in Southend (currently 20% off), to assisting teenagers keep off the streets with a dance mixing club in our studios. We will seek to find the 'right' involvements naturally, as and when they appear.

### **Education**

We already have a relationship with the University of Essex, Southend, media department whose students visit our studios for hands on experience. Imagine putting them in a 'live' radio station for which they can work on packages with the best being broadcast. We may even be able to nurture big names of the future or make a radio play as a special, by adding other members of their performing arts faculty. This exciting association will be of benefit all round and we are pleased to welcome Linda Jones, Director of Development - University of Essex Southend to our board.

### **The Difference**

Having logged and examined one full day's output of both Essex FM and Breeze, it is safe to say that barring travel news, local involvement is restricted in news terms to a couple of stories in each bulletin, maximum 1'40" in morning drive, what's on's and a couple of items about local stories during the day. There is no comparison in speech terms with the proposed format for Seacoast Sound, which promises to integrate the localness across the day, with quality speech overlapping more in content with BBC stations (R2, R4, Essex) than any commercial service.

People's expectations of what commercial radio in the Southend area delivers is low. As our attitudinal research shows:

- One third of residents in Southend-On-Sea are dissatisfied with the current radio options, listening to their current selection because there is no better choice
- One third of respondents listen less to the radio than they used to

- Particularly women and the over 45's want a station run by people committed to local interests
- Potential Seacoast Sound listeners are particularly keen on such a station with over 60% wanting to hear a truly local service
- 40% don't hear enough local news and information on their current stations
- Adults over 45 think there is too much emphasis on playing the hits whilst adults under 55 and men say there is not enough music variety
- Album tracks are not heard enough on radio in Southend-On-Sea. Nearly two-thirds of respondents agree, with almost 40% agreeing strongly

Seacoast Sound will address the above problems and additionally will deliver:

- ✓ No Zoo format Breakfast Show
- ✓ No award-winning wind up calls
- ✓ No Late Night Love commercial dating
- ✓ No more than seven minutes of spot advertising per hour in year one
- ✓ Restrictions to the amount of plays of the same ad or promo in a day
- ✓ Strict rules for the low rotation and variety of music
- ✓ Locally produced programming, 24 hours<sup>7</sup> a day at Radio House providing a truly local product, free from any external radio influences and quickly growing into an essential part of a thriving community.

<sup>7</sup> We reserve the right not to locally produce up to 4 hours a week to accommodate specials or a weekly programme from David Hamilton recorded elsewhere but will maintain the editorial control of all output 24/7

***We are talking about upping the stakes, challenging our team to talk about what matters, providing a more stimulating listen for Southenders in everything we say and play.***

- (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.

Programme Schedule

## WEEKDAY PROGRAMMES

<p style="text-align: center;"><b><u>0600 BREAKFAST</u></b></p> <p style="text-align: center;">The News, The Papers, The Music, The Right Mood and <b>Gavin McCoy</b></p> <p style="text-align: center;">A Big Favourite Amongst Southend Listeners</p>	<p>News &amp; Weather 0600 &amp; 0900: 3 mins 0700 &amp; 0800: 5 mins Heads and Sport 0630 – 0830: 2 mins Traffic and Travel at .22/.40/.58 Events at .47 every hour</p>
<p style="text-align: center;"><b><u>1000 MORNING</u></b></p> <p style="text-align: center;">The Music, The Conversation, The Issues That Matter With at least one live guest in the studio and The Big News at One – 10 Mins</p>	<p>News &amp; Weather 1000 –1200: 3 mins Traffic and Travel every hour Events every hour</p> <p>Morning and Afternoon guests will include Matters of concern &amp; subjects of enjoyment, Visiting celebrities, MPs, Cllrs, Volunteers etc</p>
<p style="text-align: center;"><b><u>1400 AFTERNOON</u></b></p> <p style="text-align: center;">Including our main afternoon guest after 3</p>	<p>Regular weekly guest topics will cover Personal Finance, Consumer Matters, CAB, Healthy Living, Holidays, Food, Book Reviews, Gardening, Motoring, Local Arts Review Most interview guests will take calls</p> <p>Drivetime traffic and travel .20/.40/.58 from 1600 Events at .47</p>
<p style="text-align: center;"><b><u>1800 EVENING</u></b></p> <p style="text-align: center;">Seacoast at Six – All the News of The Day Including Business, Sport, Weather Plus a drivetime sequence till seven</p>	<p>News at Six – 10 mins+ Traffic and Travel .20/.40/.58 Events at .47</p>
<p style="text-align: center;"><b><u>1900 EXECUTIVE MUSIC MIX</u></b></p> <p style="text-align: center;">Music, talk about music, more music, who’s making it and where to hear it locally Quality Stuff!</p>	<p>News 1900-2200 – IRN</p> <p>Traffic &amp; Travel at .20 thereafter as necessary Events around .47</p> <p>Local musicians and bands, guest stars and a chance to speak to them when they’re in town</p>
<p style="text-align: center;"><b><u>2200 ROUND MIDNIGHT</u></b></p> <p style="text-align: center;">Gentler Music To Go To Bed With</p> <p style="text-align: center;">Plus a cheeky game and a bedtime story/poem</p>	<p>News Through till 5 with IRN</p> <p>Events at .45</p>
<p style="text-align: center;"><b><u>0200 SEACOAST INSOMNIA</u></b></p>	

<b>Your company through the night</b>	
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**5 Proposed Format**

**SEACOAST SOUND STATION FORMAT**

**Licence Outline**

<b>Station Name</b>	Seacoast Sound
<b>Licence Area</b>	Southend-On-Sea and surrounding area
<b>Frequency</b>	105.1 Mhz
<b>Service Duration</b>	24 hours a day, Locally produced 24/7 (but allowing up to 4 hours per week to be produced outside Southend)

**Definitions**

<b><i>Speech</i></b>	"Speech" excludes advertising, programme/promotional trails & sponsor credits, and may be calculated across daytime or non daytime
<b><i>Music Percentages</i></b>	Any music percentages are calculated as a percentage of the total tracks broadcast in the period specified
<b><i>Peaktime(s)</i></b>	"Peaktime(s)" refers to Weekday Breakfast and Afternoon Drivetime output, and weekend Late Breakfast
<b><i>Daytime</i></b>	"Daytime" refers to 0600 to 1900 weekdays, and weekend output from 0800 to 1400
<b><i>Locally Produced/Presented</i></b>	Production and presentation from within the licence area. All requirements for locally produced/presented output must include peaktime except by arrangement

**Character of Service**

**A LOCALLY-FOCUSSED NEWS, INFORMATION AND POPULAR MUSIC SERVICE FOR THE SOUTHEND-ON-SEA AREA TARGETTING ADULTS OVER 45**

**Detail**

Music programming will feature a wide selection of songs mainly from the past five decades, of particular appeal to the target age of 45+, including hit records, album tracks, and familiar songs that may not have been chart hits. Specialist music programmes may be broadcast outside peaktimes to complement the usual mix.

Speech will provide a minimum of 20% of daytime output with local news featuring in all locally produced news bulletins. Speech content will be locally focussed or of interest to the 45+ target age group with relevant interviews scheduled in both morning and afternoon programmes. The station will use its position to involve itself with, and help the local community

**6. Evidence of Local Demand or Support**

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

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 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 samples
- (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)
- (viii) Please provide your responses to (i) – (v) in tabular format

**Evidence of Demand**

The key objectives of our research were to investigate exactly what commercial radio was required in the Southend area both in music selection and speech output, and which demographic would benefit best from a new service. The research would then provide the building blocks for the secure future of a new radio station by providing a choice for those least served by existing services, provided the numbers in that group were substantial enough to be economically and commercially viable.

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

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Research Type	Purpose	How	Sample	When
Desk	To examine local population trends & demographics, local economy, and other factors to gain a full understanding of factors affecting the TSA and the potential audience to a new radio station	Southend and Rochford Census 2001 Essex Census 2001 Census Bureau International National Statistics Office Land Registry of England and Wales Renaissance Southend Strategic Planning, Southend-On-Sea Thames Gateway South Essex	Not Applicable	December 2005
Main Quantitative	To understand current trends in radio listening, Attitudes to existing stations Weight of Listening Type of service most demanded Age group best served Speech content required Localness of news and features Music preferences in detail Balance of speech & music Likelihood of listening Prevention of tune out Potential listening hours Affect on other stations	Questionnaire design, specification and analysis by Oasis Research and Marketing  Telephone questionnaire across balanced demographics  10 music montages of different genres & eras were played to establish the most popular type of music to each age demographic	Conducted in quota by 1 <sup>st</sup> Surveys  300 aged 15-74 within Southend & Rochford Council areas	12-20 December
Monitoring	To examine the output of the two existing commercial stations and ensure broadening of choice in TSA  Examine output of music by genre/type, speech content, local information and general style and appeal of each station	Aircheck - full logging of Essex FM and Classic Gold Breeze for one weekday	0600-2200	7 Dec 05 and 12 Dec 05

- (vi) A summary of the main findings from the research, showing how these demonstrate evidence of demand for the service proposed;

## Summary of main findings

### Population

Census 2001 shows the population age in Essex generally, to be higher than the UK average. The 10-44 age bracket is lower, showing decline in the 15-29 age group, while the 45+ bracket is higher and increasing. Population countywide is also on the increase, rising 4.3% in the eighties and 4.9% in the nineties. Following this trend, and in line with Government statistics for the UK, which project a countrywide rise of 4% between 2001-2011 we can apply this rise to the transmission area during this decade, particularly bearing mind the plans for regeneration and new property construction, catering for the planned increase in employment in Southend.

The population make up in the Southend and Rochford Districts was as follows at Census 2001.

AGE RANGE	MALE	FEMALE	TOTAL
15+	91892	102097	193989
15-24	12744	12505	25249
25-34	15520	16116	31636
35-44	17189	17612	34801
45-54	15658	16123	31781
55-64	12672	13404	26076
65-74	10097	11747	21844
75+	8012	14590	22602

#### **45+ Market**

These figures deliver 102,303 in the 45+ age group (52.7%), out of a total 15+ population of 193,989 in the Southend and Rochford Districts. Government statistics<sup>1</sup> forecast a continuing rise in the UK median age from 34.1 years in 1971 to 42.9 by 2031. The International Data Base<sup>3</sup> supports these figures, predicting a rise in the UK 45+ demographic during the first quarter of the century from 38.9% of the total populous in 2000 to 47.1% in 2025. Arqiva research<sup>2</sup> in respect of actual transmission area on a field strength of 60 from the proposed Maitland House site shows a broadly similar reach, divided in social grade as follows:

- AB 21.5%; C1 34.5%; C2 14.3%; D 13.8%; E 16%

White and non-white ethnics make up 3.4%, far less than across the UK. This figure will increase, if the birth rate continues to be outweighed by migration from overseas.

**Adults over 45 will become an increasing force, deserving wider listening choice.**

<sup>1</sup> Source - National Statistics Office – details in appendix 1

<sup>2</sup> A fully detailed Population Coverage Prediction Report for TSA is detailed in appendix 1

<sup>3</sup> Figures from the US Census Bureau International detailed in appendix 1

#### **Quantitative Research**

### **ATTITUDES TOWARDS RADIO STATIONS**

- One third of residents within the Southend-On-Sea area are dissatisfied with the current radio options, listening to their current selection because there is no better choice.
- Dissatisfaction is also evident with over one third of respondents listening less to the radio than they used to.

- Respondents are extremely keen to listen to a station that is run by people committed to local interests. In particular, adults aged 45 or over and women are interested in such a radio service.
- Potential Seacoast Sound listeners are particularly keen on such a station, with over 60% agreeing that they would like to listen to a truly local service.
- The importance of local elements is emphasised, with 40% of respondents agreeing that current radio stations do not broadcast enough news and local information.
- Music is also important to respondents. The older 45+ adults think that there is too much emphasis on pop hits on the radio, whilst adults under 55 and men say that there is not enough music variety.
- Album tracks are also not played enough on the current radio selection in the Southend-on-Sea area. Nearly two thirds of all respondents agree with this and nearly 40% agree strongly.

The 45+ age group is already underserved by commercial radio in the Southend area because of the nature of existing services – a current pop service and a classic pop hits service on AM which together hand the BBC an embarrassing lead amongst older adults in the area. Even the 15-34 group listen most to a BBC station. However, Essex FM came out best in this demographic when asked which stations people listened to last week, with Kiss 100 FM, a London station, placed third. But Seacoast Sound is not after the 15-34 year olds.

Out of 15 stations listed, respondents were asked which they listened to last week and which one they listened to most; the 55-74 age group picked the same order each time

- 1: BBC Essex
- 2: BBC Radio 2
- 3: BBC Radio 4

These are exactly the stations we are targeting, for the quality of broadcasters and production, music variety, style and content. Commercial radio needs to make inroads into these audiences, particularly Radio 2 with its household names.

For a truly local station we asked which speech elements were most important to Southend residents, and what ratio of speech to music was preferred.

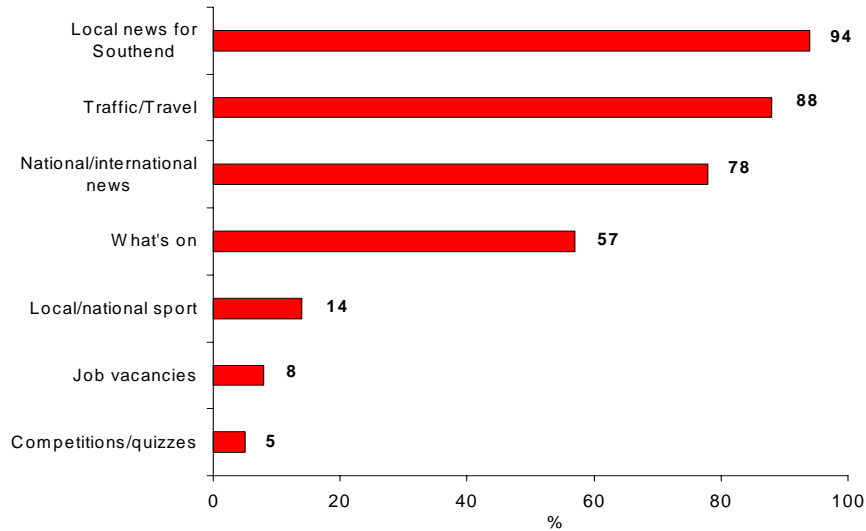
There is clear demand in the Southend area for a station that is music orientated. One half of all respondents would prefer a station that broadcasts half music and half speech, whilst one third would like one that plays mainly music. The younger element would prefer mainly music whilst older adults are more interested in an even mix of music and speech. Knowing how difficult it is to deliver quality speech without resorting to endless prattle or phone-ins but without restricting access, our plans are for a percentage weekday speech output between 0600 -1900 of between 15% - 35% depending on the hour.

As to the content of speech, it is the local news that comes top, backing our own desires to be first for local news and local issues and utilising our partnership with the Southend Enquirer Newspaper.

**Information subjects put into perspective by Southenders**

SUBJECT	15-74 %	15-44 %	45-74 %	Likely listeners to Seacoast Sound %
Local News for Southend	+93	+98	+89	+94
Traffic and Travel News	+86	+89	+83	+88
National/ International News	+78	+71	+86	+78
What's On	+50	+54	+46	+57
Local and National Sport	+14	+14	+14	+14
Employment & Job Vacancies	-2	+10	-16	+8
Competitions and Quizzes	-7	+4	-19	+5

**Information subjects put into perspective by Southenders**



Base: Likely listeners to Seacoast Sound

**Music**

We then sought the respondent's ideal music, noting the music they would like to hear on the radio and that which would result in tune out.

**Music Selections Tested**

<u>Group A</u>	<u>Eighties</u>	<u>Group F</u>	<u>Sixties</u>
The Longest Time	Billy Joel	Satisfaction	Rolling Stones
There must be an angel	Eurythmics	Mr Tambourine Man	Byrds
Against All Odds	Phil Collins	You Don't have to say you Love Me	Dusty Springfield

Every Breath You Take Driving in My Car Private Dancer	Police Madness Tina Turner	Sgt Peppers Lonely Hearts Club He Ain't Heavy He's my Brother	Beatles Hollies
<b><u>Group B</u></b> <b><u>Hip Easy</u></b>		<b><u>Group G</u></b> <b><u>Soul</u></b>	
You Don't Know Me Don't Know Why For Once In My Life Fever What a Difference a Day Makes	Peter Cincotti Norah Jones Michael Bubl� Gwyneth Herbert Jamie Cullum	If You were here tonight Rise If there's any Justice Summer Breeze	Alexander O Neal Gabrielle Lemar Isley Bros
<b><u>Group C</u></b> <b><u>Seventies</u></b>		<b><u>Group H</u></b> <b><u>Nineties</u></b>	
Rocket Man Stop In The Name of Love Ricki Don't Lose That Number Killer Queen Your'e The First, the last, my ev	Elton John D.Ross & Supremes Steely Dan Queen Barry White	Millennium Believe Perfect 10 Spice up your life Mambo No 5	Robbie Williams Cher Beautiful South Spice Girls Lou Bega
<b><u>Group D</u></b> <b><u>Crossover Country</u></b>		<b><u>Group I</u></b> <b><u>Rocky</u></b>	
All I want to Do Sitting Here How do I Live Dance the Night Away Take it Easy Man I Feel like a Woman	Sheryl Crow Lene Marlin Leann Rimes Mavericks Eagles Shania Twain	Addicted to Love Listen to The Music Money for Nothing Run To You Stairway to Heaven	Robert Palmer Doobie Bros Dire Straits Bryan Adams Led Zepplin
<b><u>Group E</u></b> <b><u>2000 Pop</u></b>		<b><u>Group J</u></b> <b><u>2000 Easier</u></b>	
Don't Lie What You Waiting For You Had Me Take Your Mama Everything Changes	Black Eyed Peas Gwen Stefani Joss Stone Scissor Sisters Keane	Its all about you Here with you Sing Closest Thing to Crazy You're Beautiful	McFly Dido Travis Katie Melua James Blunt

The likes and dislikes combine into to this result:

**Preference Of Music By Age**

	15-74 %	15-44 %	45-74 %	Likely listeners to Seacoast Sound %
Sixties	+54	+38	+73	+59
Seventies	+49	+51	+47	+58
Eighties	+43	+58	+26	+53
Soul	+40	+55	+23	+42
Hip Easy	+34	+24	+45	+39
Nineties	+33	+63	-	+38

2000 Easier	+24	+41	+5	+30
2000 Pop	+20	+43	-6	+22
Rocky	+15	+33	-5	+21
Crossover Country	+12	+6	+18	+15

Base: All Adults 15-74  
+ = like; - = dislike

There is a clear picture from our research showing a lack of interest in the more recent pop by the 45+ age who would appear to like older repertoire either as it was originally recorded in the 60's & 70's or, as in the case of 'hip easy', recordings by new artists who treat the standards with respect. Peter Cincotti, Gwyneth Herbert and Michael Bubl  are not heard on either Essex FM or Classic Gold Breeze but scored well with the over 45+ respondents. This proves the need for a fresh look at music programming without referring to the chart position, and our case for a larger, broader-based database of 'popular' music.

### Likelihood to listening

We questioned the likelihood of respondents listening to Seacoast Sound after reading a concept statement:

*"The new station would feature knowledgeable, experienced, entertaining presenters, talking about what matters locally, and playing a wide range of popular music from the past five decades and today."*

Respondents are very keen on being able to listen to Seacoast Sound. Between 75% and 91% of each demographic would be likely to tune in to the station. In total, 82% of all adults would be likely to listen to Seacoast Sound.

The station would appeal across the different age groups. 84% of 15-44s are likely to listen, as are 80% of 45s and over. However, the older adults would be the core, with one third of the 45-74 year old age group being very likely to listen, as against one fifth of the 15-44s. Here is a real vote of confidence from all ages for Seacoast Sound, suggesting that while aimed at the over 45s, it could pick up an additional younger audience who are interested in local matters and don't mind the music either.

The majority of respondents would choose the station as their second choice station. This is not surprising since it is unknown quantity, however it is surprising that so many - 16% - selected it as their first choice. Only 7% put it as their third choice.

### Potential Listening Hours

On average each respondent who is likely or undecided as to whether they will listen to Seacoast Sound have stated that they will tune in for an average 4.7 days a week each with average daily hours of 2.1, giving average weekly hours of over 9 hours. Amongst those who are likely to listen to the station, average hours rise to over 10 hours each week

### **Effect On Other Radio Services**

To determine any effect on the current radio services, potential listeners were asked which stations in the area they would listen to less, if they began to listen to Seacoast Sound.

16% of respondents were unsure how Seacoast Sound would affect their listening and 20% said that they would listen to it in addition to their current station, by tuning in to the radio for longer. One quarter of listeners would stop listening and 39% would listen less to one or more of their current services. There would be slight differences by age, with the older 45-74s being more likely to stop listening to one or more of their current repertoire, than their younger counterparts.

The larger stations in the area will be affected most by this new service, with differing results by age. The BBC services would be affected the most with over half of all potential listeners and nearly 60% of older adults listening less to a BBC station. The younger 15-44s are more likely to stop or lessen their listening to BBC Radio 1 and Essex FM, whilst the older 45-74s are likely to listen less or stop listening to BBC Radio Essex, BBC Radio 2 and Essex FM.

### **Monitoring**

Monitoring of both Essex FM and Classic Gold Breeze proved two main points.

1. Our research showed unanimous demand for local news, local information and talking about what matters locally. Both stations cover local traffic news, weather and local news stories within bulletins and Essex FM additionally broadcast a couple of phone interviews during the day concerning local stories. Breeze puts local news first in each bulletin and has more what's ons/community news. It is difficult, though, for a countywide station to be really local to one area and this is where our extra level of speech content and local focus will score.
2. Musically, apart from new releases heard on Essex FM, both stations are trading on chart hits with Breeze playing 100% top 20 gold hits. Our quantitative research shows that 45+ adults in Southend prefer a wider mix, including album tracks and other popular music. It is true to say that 70% of the repertoire on Breeze and 14% of that monitored on Essex FM could be heard on Seacoast Sound. However, with our low rotation policy and broader repertoire, the frequency and therefore duplication with these stations will be a lot less.

### **Rajar**

The closest sample to Southend-On-Sea is the Essex FM area covering the whole county, part of which borders London and all radio the capital has to offer. These figures are useful for reference with market share as follows:

▪ Essex FM:	12.6%
▪ Classic Gold Breeze	0.5%
▪ BBC Essex:	12.4%;
▪ BBC Radio 2:	15.4%
▪ BBC Radio 4:	11.2%

Interestingly, the station with the longest hours in the county can be compared to Seacoast Sound for its music variety and slow rotation. National DAB station PrimeTime Radio has built to 22.9 hours in qtr 3 2005, proving our beliefs that wide choice and experienced presenters contribute to extended listening amongst older demographics. These hours are longer than Radio 2 and the sum of Radio 4 & 5 Live.

(vii) Full Data Tables are submitted in confidence

## **Evidence of Support**

It is evident from the above that there is demand for a new commercial radio service dedicated to the local population of Southend-On-Sea and its surrounding area. Consultations with local government, MPs, Councillors, voluntary organisations, charities and education have generated considerable support for Seacoast Sound.

Our discussions with local businesses and potential customers has highlighted not only the need for a more targeted local radio outlet in the area but also a willingness to direct funds into advertising with Seacoast Sound. The Managing Director is considerably well-connected with business in the Southend area and personally has the support of the decision makers.

**“A number of our Southend based clients are very excited at the proposition you have put forward and we look forward to having further negotiations with you on this matter”**

John Heales Media Director Rathbone Media Ltd

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