
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Hospital Radio Basingstoke

Proposed service name:

Hospital Radio Basingstoke

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

UK DAB Networks Limited - England (south east) polygon area, Basingstoke

Public contact details:

Hospital Radio Basingstoke
Basingstoke and North Hampshire Hospital
Aldermaston Road
Basingstoke
Hants
RG24 9NA

Publication date: 1 September 2020

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Hospital Radio Basingstoke

2.2 Company registration number stated on Companies House:

HOSPITAL RADIO BASINGSTOKE is a charity and it has been entered onto the Register of Charities with the Registered Charity Number 1191302

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

For non-UK registered companies, the principal office address:

Hospital Radio Basingstoke, Basingstoke and North Hampshire Hospital, Aldermaston Road, Basingstoke, Hampshire RG24 9NA

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

Yes/No (delete as appropriate)

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

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

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

Full name	Dave Leonard
Job title	Chairman
Address	9 Aspen Way, Basingstoke, RG21 5QD
Telephone	01256 363632
Mobile phone	07854 365836
Email	dave.leonard@hrbasingstoke.co.uk

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

<https://www.hrbasingstoke.co.uk>

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

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

Income is generated from fundraising, grants, membership subscriptions and advertising. The Hospital Radio Basingstoke works closely with the Basingstoke and North Hampshire Hospital, local retailers and other charities that support the Hospital to raise income through a range of fundraising activities.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Dave Leonard	9 Aspen Way, Basingstoke RG21 5QD	UK	-	-
Neil Ogden	63 Franklin Avenue, Tadley, RG26 4EZ	UK	-	-
April Haywood	68 Rycroft Meadow, Beggarwood, Basingstoke, RG22 4QF	UK	-	-
Elliot David Luke Moyle	1 Old School Lane, Ash, Aldershot, GU12 5EX	UK	-	-
David Ravenhill	The Oaks, Glebe Lane, Hartley Wintney, Hampshire, RG27 8EA	UK	-	-

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

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

Full name of the entity	Address
N/A	N/A

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

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

Full name of entity	Address	Affiliates
N/A		

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

Full name of individual or body	Address	Affiliates
N/A		

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

Full name of individual	Name of body in which officership held	Affiliates of that body
N/A		

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

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

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

Name of body corporate identified in response to question 2.11	N/A			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious	No	

nature; ²		
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

~~Yes~~ / No (delete as appropriate).

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

Licence number	Name of multiplex

2.17 Has the applicant held an Ofcom broadcasting licence before?

Yes / ~~No~~ (delete as appropriate).

Licence number	Name of service or multiplex
LRSL46	Long Term Restricted Service Licence (expired January 2013)

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

~~Yes~~ / No (delete as appropriate).

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

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

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

2.19 Does the applicant control an existing Ofcom licensee?

~~Yes~~/ No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

~~Yes~~/ No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

~~Yes~~/ No (delete as appropriate).

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

Licence number	Name of service or multiplex

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

Yes / No (delete as appropriate).

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

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

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

Yes / No (delete as appropriate).

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

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

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

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

N/A

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

~~Yes~~ / No (delete as appropriate).

If yes, please provide the following details:

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

3. The proposed service

About this section

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

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Hospital Radio Basingstoke

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

England (south east) polygon area, Basingstoke

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

Basingstoke and North Hampshire Hospital
Aldermaston Road
Basingstoke
Hants
RG24 9NA

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

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

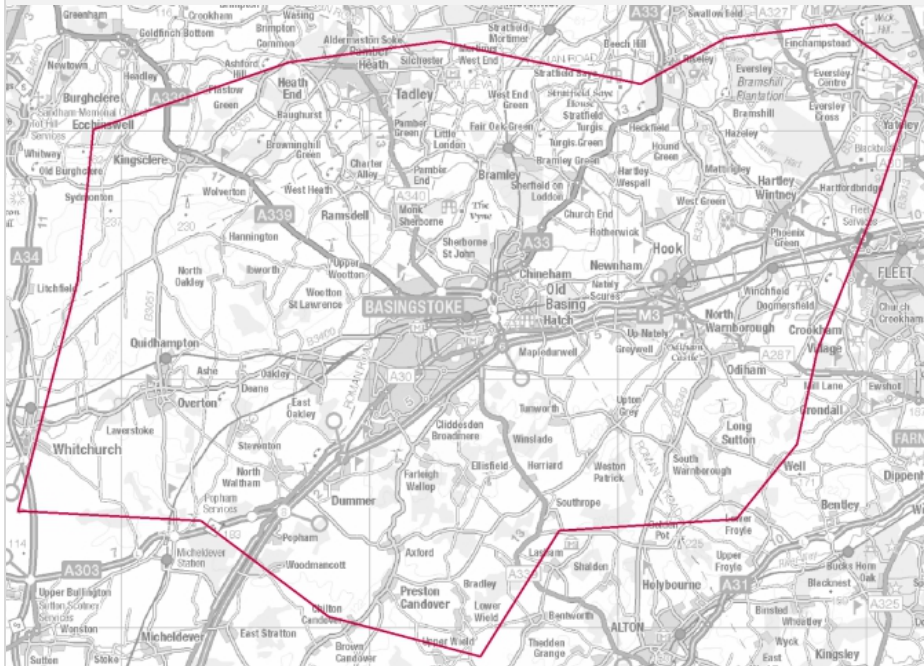
N/A

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

The population of Hampshire is evolving; it is growing, getting older and becoming more diverse. Hospital Radio Basingstoke's vision is to continue to provide entertainment and information but to expand this to a larger population and broadcast as a health and wellbeing community station.

The target community for Hospital Radio Basingstoke to broadcast its service to is the people within the community with sickness, poor health and old age living in the Basingstoke and surrounding area. This includes, generally but not exclusively, people located in the Basingstoke and North Hampshire Hospital, residential care homes and similar health care organisations in this locality and surrounding area covered by the multiplex provider. However, we are open to broaden our range of audience by promoting services beyond these specific communities.

The Basingstoke and Deane population is approximately 181 845. The licence area population for the new Multiplex provider is estimated to be 153,951 adults and 621 km2 The local DAB service 1 and licence area population is across Berkshire and North Hampshire (905,0611) with a local DAB service 1 population overlap and percentage of 126,792 (14%).



Our social objectives are to help our audience to stay healthy, be independent, socially engaged and made to feel that they are valued members of society.

We also want them listen to a great selection of music chosen from the past six decades as well as becoming involved in our speech content. Our advice on health, wellbeing and lifestyle issues will be produced and presented in an accessible and engaging way and in a subtle manner, encouraging listeners into living a healthier and fulfilling life.

We will continue to broadcast our popular request shows and our varied programme schedule will extend to the community outside of our existing listenership providing an 'easy listening' mix of music.

POPPI (Projecting Older People Population Information System) provides information on the number of people aged 65 and over predicted to have a limiting long-term illness (LLTI). The latest subnational population projections available for England, published 24 March 2020, are full 2018-based and project forward the population from 2018 to 2043.

Basingstoke and Deane - Population aged 65 and over, projected to 2040

Show percentage change	2020	2025	2030	2035	2040
People aged 65-69	8,300	9,300	10,700	10,600	10,100
People aged 70-74	8,700	7,600	8,500	9,900	9,800
People aged 75-79	6,100	7,700	6,800	7,700	8,900
People aged 80-84	4,200	5,000	6,400	5,700	6,500
People aged 85-89	2,500	2,900	3,500	4,500	4,200
People aged 90 and over	1,400	1,700	2,000	2,500	3,300
Total population 65 and over	31,200	34,200	37,900	40,900	42,800

Figures may not sum due to rounding
Crown copyright 2020

Figures are taken from Office for National Statistics (ONS) subnational population projections by persons, males and females, by single year of age.

Providing local news plus our event guide will give the community the information that will keep them up to date alongside information on recreational activities in the area which will encourage people to participate.

We can work alongside the Basingstoke & Deane health and wellbeing initiative and help promote a longer, happier, healthy lifestyle as shown on the local council webpage below.

<https://www.basingstoke.gov.uk/healthandwellbeingplan>

All of the services listed such as alcohol and drug abuse, social care and health etc will receive regular coverage on tackling such issues. These subjects will be covered alongside any internal hospital initiatives and care that will be promoted on a daily basis.

Infectious disease outbreaks, like the current coronavirus (COVID-19), can be scary and can affect our mental health. While it is important to stay informed, there are also many things we can do to support and manage our wellbeing during such times and a regular focus should be given to help those affected. This can be done by the mix of music played and advice on combating such anxiety.

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

Hospital Radio Basingstoke is an established charity organisation that has broadcast for over 35 years. We have recently been granted Charitable Incorporated Organisation (CIO) status and have no owners and no individual, company or other body which may exert control over it, and it operates for solely charitable purposes. It is governed by a board of Trustees, the majority of which must be elected by the wider membership.

Members of a CIO are legally required to vote in the best interests of the charity. There is also the option for the Trustees to appoint additional Trustees with particular skills or knowledge beneficial to the charity

All the funds that have been donated or raised over the years have helped to maintain the service and the intention going forward is unchanged, with all monies used to support the service and running of the radio station. The future funding will support the provision of the necessary technical equipment and infrastructure for our broadcast services to the community at the Basingstoke and North Hampshire Hospital and surrounding area.

Our main sources of income vary from donations or grants through to fundraising and our supermarket tin rattle collections including: Tesco, Sainsbury's, Morrisons. These have been a key part of our fundraising, as they generated significant sums of money particularly over the festive Christmas period.

We also hold regular 'On Show' tin rattle collections within the hospital. During these events, our volunteers promote HRB and collect donations from the public and even collect requests.

Other types of fundraising include:

An annual Charity Quiz that includes a prize draw

Collection tins in local shops and pubs

Patient Guide magazine (where we take a sum of money from the advertising)

Fashion Show

Golf Days

Programme sponsorship (corporate)

Online shopping donations via purchases via Easy Fundraising and Amazon Smile

Financial assistance from the hospital trust

Various grants including: The National Lottery Community Fund. The Good exchange and The Greenham Trust.

Going forward, we are planning more innovative ways of fundraising as the Covid-19 pandemic has impacted the charity sector during 2020. These will include more virtual events e.g. quizzes, sports challenges, partnerships with more hospital charities, companies and organisations.

Social gain

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

Hospital Radio Basingstoke provides benefit through ward visiting and broadcasting to patients at the Basingstoke and North Hampshire Hospital. Hospital Radio has been shown to improve the mental health state of patients, who find themselves unexpectedly confined to a hospital environment. Having a chat with one of our volunteers and listening to our service helps them to distract from their current circumstances and to meet their psychological needs.

The service to provide a health promotion/wellbeing focused service to the local population will contribute to improving the general level of health and wellbeing in the local community. This will enable people to live an independent, active and fulfilling life for longer. In addition, it will contribute to reducing the workload and thus the cost of local health service provision.

An Impact study was published by the Hospital Broadcasting Association (HBA) in 2016, which commissioned an independent piece of research into the impact of hospital broadcasting on health outcomes for patients. A UK wide study was completed involving over 250 individuals including patients, staff and hospital radio volunteers. The study revealed that there was evidence of hospital radio stations having an impact on psychosocial health outcomes in the following ways:

- Boredom reduced by entertainment
- Loneliness reduced by social interaction
- Anxiousness / frustration reduced by being calming and reassuring
- Disorientation reduced by creating a sense of belonging
- Depersonalisation reduced by making one feel like an individual
- Health and wellbeing awareness increased by providing information

As outlined in 3.10 we intend to work with various health and wellbeing related organisations within the NHS and public health organisations, care homes, GP surgeries, occupational health, local councils with social services and public health responsibilities, primary care services, local and national voluntary groups (related to health, sport).

Many people choose a radio station primarily to listen to music and as a result we plan to include our social action content in music led programmes. We will feature people from the local community talking about subjects that interest them. We will also work closely with the many NHS and social care organisations within our target area. It is intended that we will promote specific health and wellbeing initiatives throughout the year and focus interviews and features around these. We will also work with third sector organisations and our local volunteer centres along with local social enterprise and cultural sectors to signpost their activities and sources of further information and support. We will showcase the work of various health/care services and broadcast live from local charity and cultural events and encourage listeners to contact us to talk about events that they are involved in.

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

Hospital Radio Basingstoke has a close relationship with Basingstoke and North Hampshire Hospital and supports the hospital to express the importance of wellbeing to the surrounding community.

The station regularly broadcasts interviews with the health care management and members of staff from the hospital and plays requests from patients during its shows. The station provides updates and information about health related matters pertaining to current health subjects and news e.g. Covid-19 updates and any other relevant communications in the format of factual bulletins and interviews with members of the hospital community and health organisations whether internal or external departments within the hospital.

HRB receives health and wellbeing news items and press releases from the local community health organisations and will collaborate with them to broadcast a range of health-related matters, to enable a provision of a broad range of information for the public.

Health promotion will continue to take a variety of different forms including short 30 or 60 second “public service announcements”, interviews, news items, documentary style programmes, debates & phone-ins. There will also be coverage of local events that promote health and fitness such as the Basingstoke Half Marathon and Festival 5K.

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

Membership of Hospital Radio Basingstoke is open to anyone over the age of 18 and the station is always on the lookout for volunteers to do a range of jobs.

Hospital Radio Basingstoke has existed as a hospital radio service since 1984 . Our existing volunteers are drawn from all backgrounds and walks of life, including a train service manager, health worker, real estate co-ordinator, nursery compliance and many retired members

With the expansion of our service we would like to attract more volunteers with an interest in a variety of roles such as fundraising, finding advertising and sponsorship, technical/engineering, audio production, marketing and communications and trustee and management roles.

As well as presenting programmes, there could also be volunteers who go out and report on local stories and engage with the local community.

A formal application process involves the completion of an application form and informal interview plus full training for the role that they are being recruited for.

Our plans with the introduction of SSDAB will be to promote and provide information to a wider spectrum of health organisations in the area with regular communications with the relevant point of contact. Services will include information about programming and opportunities to participate in interviews, receiving communication updates from them to promote their messages, will be offered to them.

We hold a recruitment campaign for our volunteers approximately twice a year with the view to taking on new members. Our provisional new members are reference checked before training commences. The training programme varies for each individual member dependent on their personal capabilities and dedication to the training. The modules covered include;

- Induction
- Myriad playout system
- Technical training
- House style and procedures
- Shadowing other presenters
- Fundraising

As the hospital radio station moves towards incorporating a 'Health and Wellbeing' output to its schedule, this will be introduced as a significant part of the training programme for new volunteers. For example, this would include how to integrate health promotion features within the editorial content of their programme schedule.

To increase the engagement with outside organisations, we are considering offering training to interested individuals and professionals from the caring and healthcare sector to enable them to acquire broadcasting skills and participate in the production and broadcasting of programmes or programme inserts.

In addition to any legally-required logging of broadcast output, station management will want to have a system in place to monitor and review programmes to ensure volunteers are providing a good quality service that is both entertaining and informative (and meeting the charitable object), as well as technically competent.

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

Hospital Radio Basingstoke is established within the hospital and local community and is committed to supporting health and wellbeing within these sectors.

With changes in the delivery of health provision, meaning patients are spending less time in hospitals and recovering in their homes, it is expected that through SSDAB the station will extend its reach into the broader community. With this opportunity Hospital Radio Basingstoke will engage and build relationships with the various health and well-being related organisations within the NHS and public health organisations, care homes, GP surgeries, occupational health, local councils with social services and public health responsibilities, primary care services, local and national voluntary groups (related to health and sport).

HRB will continue to build upon the relationship with the communications team within Basingstoke and North Hampshire Hospital and utilise their communication platforms, keeping up to date with various organisations within the hospital and their key partnerships.

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

Our volunteers come from all backgrounds and walks of life with experience of the local community with a maturity that is shown in their conduct both on and off air. Collectively our members have many years of broadcasting experience within the hospital environment.

We have a strong understanding of the needs of our service users and our members are dedicated to supporting health and wellbeing to our local community. This is communicated by our members through the broadcast services we provide to our audience.

There are many other registered charities and organisations, self-help groups and community projects within the hospital that Hospital Radio Basingstoke and our members collaborate closely with, for example, the Ark Cancer Charity and the Hampshire Medical Fund. We have previously broadcast interviews and messages on behalf of both charities and provided on-air coverage of their past fundraising events. This coverage helps promote good causes and provides promotion of local community stories that other radio stations would ignore. The Covid-19 pandemic has highlighted the need for a local radio station that can provide up to date information for local listeners that might affect their ability to receive treatment or attend appointments.

We also provide non-broadcasting services through our ward visiting service that allows patients to have a chat to our volunteers which helps their psychological wellbeing and supports their social needs whilst in the hospital environment.

Participation

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

The service is provided to the community and is reliant on volunteers to support the charity and provide its broadcast services. Volunteering will continue to be open to all individuals aged 18 or over, subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training.

A large variety of roles will be open to members of the target community (and others), including on-air presentation, production, programme scheduling, journalism, fundraising, engineering and technical, administration, finance, and promotion. HRB already benefits from the experience and knowledge of our existing 30 unpaid volunteers and we expect that this number will increase should a SSDAB radio licence be granted.

There will also be opportunities to be part of the management team of the station for volunteers with the relevant skills that match with the job descriptions of the management roles.

The station also intends to actively encourage the staff of the hospital to get involved in its programming, whether as volunteers for the station or simply as guests on programmes.

We believe there is a greater opportunity to utilise the experienced personnel within the hospital organisation, whether they are doctors, nurses or general staff to involve them in our team and to share their experience and knowledge of a variety of topics. They will be encouraged to join us as members where they will receive the necessary training to broadcast. This represents an opportunity to broaden our network within the hospital and local community.

Programme schedules can then be developed to incorporate various health and well being subjects to be informative and educational to the listener.

Opportunities to join HRB will be promoted on air, around the hospital through the internal communications, on our website and through social media i.e. Facebook.

Volunteer roles provide opportunities for members to develop technical skills and experience, build confidence and improve interpersonal skills, enhance skills in management, customer services and communication. Our hospital radio experience shows that volunteers appreciate the variety of opportunities available, often joining to undertake one role and then becoming more interested and involved in others. We will continue to work local voluntary organisations such as the internal hospital volunteers team (<https://www.hampshirehospitals.nhs.uk/get-involved/volunteers>) or the external Basingstoke Voluntary Action group (<https://www.bvaction.org.uk/>) for recruitment and other purposes.

We appreciate, however, that a long-term, regular commitment isn't suitable for everyone, and will offer less 'time-demanding' and project-based opportunities.

Accountability

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

We encourage members of the community to contact our radio station via social media channels e.g. website, Facebook, Twitter or by phone. Any suggestions relating to the service are welcomed and considered by the committee.

Our aim is to continue to work with the hospital trust and the many different organisations affiliated within it. We will harness our existing relationship with the communications team at Basingstoke and North Hampshire Hospital. This collaboration is key to providing a means of communicating news stories and relevant information of interest to the public from the hospital.

As Hospital Radio Basingstoke moves to DAB, we will be working with new and existing health and wellbeing organisations, growing relationships and expanding our network. As this network increases, our intention is to continually search for new opportunities to add to our programming with interviews, special features and news stories to provide a wide range of information and entertainment.

Providing publicity will be encouraged for a broad range of events to organisations that wish to gain awareness. These can be promoted in various ways e.g. HRB website, event diary, sponsorship etc.

This could also include coverage of their event for live or future broadcast, alongside interviews to promote events or recorded or live interviews during the event.

Our AGM and our other regular meetings will be opened up throughout the year and we will invite members of the public to an 'open meeting' to encourage feedback and input from the public, hospital and relevant audience to further enhance our future programmes. .

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

Radio is a medium that is forever evolving and changes that offer new ideas is quite often always welcome if they fall within our broadcasting remit and would be prove popular with the listeners. There are a number of ways we can engage and receive feedback.

Accountability to listeners

Any suggestions or feedback provided by the members of the target community are considered by the committee and the appropriate action taken to resolve or take action where appropriate. Analysing our audience will help discover information that can be used to build common ground between the station and our audience.

In case of complaints, we have a documented complaint procedure whereby the complaint will be anonymized and distributed around the management committee for comment. A decision will then be taken immediately if required or the matter discussed at the next open management meeting and a decision taken.

Accountability to members

Everyone who volunteers with Hospital Radio Basingstoke in any capacity is eligible for free voting membership of the charity, entitling them to actively participate in formal general meetings and to elect Trustees, in accordance with the charity's governing constitution.

We encourage feedback from all members at any time, both formal (through regular members' meetings) and informal (e.g. during conversations with individuals, or by email).

Accountability to the wider community

Every six months there will be an opportunity for the local community to provide any feedback and be involved in any discussions towards improving the service. We will invite representation from relevant local statutory, charitable and community organisations for their input.

Draft Key Commitments

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

Hospital Radio Basingstoke

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

England (south east) polygon area, Basingstoke

Description of target audience:

The target audience are those members of the community with sickness, of poor health or old who are located in the Basingstoke and North Hampshire Hospital, residential care homes and similar institutions in the area along with the wider community of Basingstoke and the surrounding area.

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

Basingstoke and the surrounding area

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

The service will broadcast to local hospitals, residential homes and similar institutions, along with the wider community with emphasis on the promotion of health and prevention or relief of sickness and how listeners can benefit through living a healthy lifestyle, including maintaining good personal mental and physical health

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

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

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

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

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

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

4. Compliance of the service

About this section

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

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

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

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

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

Yes/~~No~~-(delete as appropriate)

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

Our Training Officer joined HRB in May 2014, bringing with him a wealth of experience from his career in the Armed Forces and electrical engineering. His technical and compliance knowledge has been a great fit for the requirements of his role. He has structured the training modules for new volunteers to ensure that compliance is within the team members' knowledge and understanding as this a key element of broadcasting.

Even though HRB is not currently an Ofcom licenced station, our training incorporates the core principles behind the Broadcasting Code. Topics include;

Ofcom and how they affect HRB

Retention of recordings broadcast for 42 days

Programme content - offensive language, religion, etc (See section 4.4)

Annual licence fees (PRS & PPL)

Complaint handling

Advertising and Promotion

Election rules for broadcasters

Obituary and major story procedures

Following the completion of their training, each presenter should have a thorough understanding of their parameters of being a broadcaster and would go on to adhere to the rules and regulations at all times.

The Programme Controller will monitor the output of all material broadcast to ensure that standards are maintained and will take the appropriate action if required.

Hospital Radio Basingstoke does not advertise or offer a premium rate phone service, but would consider receiving donations for promoting some health and wellbeing or good causes in the community.

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

Two in the team – responsible for the training programme, procedures, completion and overall standards of the presentation team.

Training Officer

To be responsible for new members when they join the station, and to arrange their training from the start of their membership through to the completion of their initial training.

The Training Officer would also be responsible for working with all members to further their knowledge, skills and an understanding of broadcast regulations that should be adhered to as a presenter.

Programme Controller

To implement the station's programme policy and to manage the day to day programme output within the rules and guidance of Ofcom, HBA (Hospital Broadcasting Association) etc.

They will ensure that new presenters broadcast their shows within these parameters set out.

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

Hospital Radio Basingstoke has existed as a hospital radio service since 1984 and our existing volunteers are drawn from all backgrounds and walks of life, including health workers, accountant, train manager and many retired persons, all between the ages of 20 years to over 70.

Should an SSDAB licence be granted, we expect that there is likely to be a greater variety of roles open to the community, particularly with regard to the development and communication of health messages and community engagement. We will welcome contributions from all members of the community.

All of our volunteers will be provided with induction training and all the necessary training for the relevant roles within our organisation.

For those roles that are related to on-air work, volunteers will be trained in the operation of our studio equipment, general presentation and interviewing skills. All on-air presenters will be made aware of their legal responsibilities. This training will be led by a training officer and also by those experienced volunteers currently involved in hospital radio. We will also take advantage of the training opportunities provided by the Hospital Broadcasting Association and any local healthcare providers.

We have more than 35 years experience in providing effective broadcast training. Within the legal restrictions on charity trading, and to the extent that our volunteer workload permits, we will provide a service to individuals and organisations across our community as a cost effective way of supporting their broadcast needs including using our facilities as a recording studio, editing or providing training and interview skills.

Timescale of training depends on each individual volunteer and their outside commitments, but most new members complete their training within a 3 – 4 month period. Presenter training will ensure that each person will understand the parameters of their speech and programme output with all programmes carefully monitored so that presenters do not offend listeners by engaging in the following;

Members must not:

Attempt to give medical advice.

Tell possibly distasteful or sarcastic jokes on subjects like health, death, injury, politics, or religion.

Swear or use potentially offensive language on air

Criticise Hospital Radio Basingstoke or its members.

Show a lack of consideration for the needs and circumstances of patients.

Hold controversial interviews or make controversial comments.

Hold interviews where only one side of a debate is represented unless the other side has declined to comment (this should be announced on-air – i.e. that the party declined to comment).

Talk about a patient's health other than in the form of a get well message or give information about a patient obtained from a third party.

Say anything likely to bring the station, its supporters, or Hampshire Hospitals NHS Foundation Trust into disrepute

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

All presenters are required to read and agree to the HRB House Style and Procedures Guide, which sets out the rules and procedures they are required to adhere to when broadcasting. This document is covered during training for new members and the document is available to all presenters via the members' website and is in the studio at all times.

The Broadcast Code is also covered during training and a link to the Ofcom website is available at the HRB members website.

There is ongoing monitoring of shows plus ongoing training either in-house or with the encouragement of participation in outside training such as Hospital Broadcasting Association training events. Where appropriate and it is made available, material from these events can be passed onto members who were not able to attend these events.

Non-presenters will also be made aware of what is required.

For programmes and features produced by outside sources e.g. syndicated shows, the programmes will come from presenters who are fully aware of their responsibilities and the shows will be monitored to make sure of compliance.

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

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

Our Programme Controller is responsible for ensuring that programming commitments are being kept to and will keep ongoing records of what the station has done to fulfil its commitments.

We already keep a count of wards visited and requests collected and played – and will continue to do so as request shows for the hospital will continue to be at the centre of what we will be doing.

We will keep records of the health and wellbeing programming that we have broadcast and the files are logged for many of these programmes and then retained for archive purposes.

News stories about our programming will also be published on our website and be retained as part of the website archive to demonstrate how we have fulfilled our commitment to health and wellbeing programming.

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

English

4.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules. **Please do not give names of individual members of staff.**

English

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

Dave Leonard

Date of application:

30th December 2020

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

Chairman

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