



# Community Radio Fund

**Application Form**

**Publication date:** 19 April 2007  
Issue 7

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## 1. Points to note for all applicants

- The closing date for receipt of grant applications in the current round is:  
**5pm, Wednesday 16 May 2007.**
- Prior to completing this application form, please refer to the accompanying guidance notes, including the section on eligibility to apply for funding.
- Applications to the Fund will be treated as **confidential** and will not be published or disclosed during the process.
- The Panel will announce which licensees have been successfully awarded funding, including information about the amount of the grant and the purpose. Details will be published on Ofcom's website.

## 2. Application Form

### Applicant's details:

#### Licence Number

shmuFM licence - CR028

#### Station Name

shmuFM

#### Registered Name (this should be the company name that is logged with Companies House)

Station House Media Unit (SHMU)  
(in the process of becoming a company through the OSCR Fast Track to Incorporation process)

#### Registered Company Number

SC034211 – our charity number

#### Name and contact details for Fund application(s)

Name	Murray Dawson
Position	Manager
Email	<a href="mailto:murray@shmu.org.uk">murray@shmu.org.uk</a>
Telephone	01224 487174
Address	Station House Media Unit Station Road Woodside Aberdeen AB24 2WB

**1. What is the amount of funding you are applying for? (Minimum amount of £5,000, there is no upper limit.)**

**£ 24,282**

**2. Please give a brief general overview of your station summarising its target community, the objectives of the service and its broadcasting philosophy.**

**OVERVIEW**

Station House Media Unit (*shmu*) is a community-managed, needs-led organisation that contributes to the social, economic and digital inclusion in Aberdeen's six regeneration areas by engendering personal development and community capacity building using digital media: radio, video, paper-based and online publications.

**TARGET COMMUNITY**

The city's regeneration areas are designated as areas of deprivation and disadvantage and have suffered endemic neglect by agency services, lack of investment and the dereliction of local industry. Extremely negative perceptions of these areas are held by all mainstream media in the city.

**OBJECTIVES**

*shmuFM* will offer an opportunity to redress the balance, providing a platform for expression that will not only be heard but will influence policy makers and bring about real change in the communities the station serves.

The main outcomes of the work of our station will be to offer the;

- Provision of a voice to those who have been disenfranchised or who have limited access to the media.
- Higher levels of engagement by people in the operating area (participants and audiences) in current affairs and social issues, dealt with through dynamic programming
- More active citizenship skills, encouraging community members to articulate their views on social and political issues
- Enhanced communication skills, in particular verbal communication skills, on the part of the participants / programme-makers
- Increased levels of support to those services in the operating area dedicated to tackling social exclusion
- Increased opportunities for training and work experience
- Access point for people progressing on to further/higher education or employment opportunities after their initial exposure to media production at SHMU
- Higher levels of employment in the creative and broadcasting industries from within the operating area, enabled and supported by strong links with broadcasting industries, creative industries and further educational institutions

**BROADCASTING PHILOSOPHY**

Our commitment to community development means individuals and groups will be supported and encouraged to get involved in the production, development and presentation of all programming and will contribute their views and opinions on local

issues and stories. Participants will also be supported to manage the project, from scheduling through to leading on fund-raising strategy, through a range of participant led decision making processes including a management group, an open forum and an e-forum. **shmuFM** will feature a broad spectrum of programming, including documentaries, radio plays, news, interviews, recordings of local bands/ musicians and magazine-style shows.

**3. Is your station already broadcasting? If it is not yet on-air when do you expect to launch? (This refers to your community radio licence and not RSL or internet broadcasting, for example.) Please note you must be broadcasting by 31 March 2008 as payment of a grant can only be made once broadcasting has commenced.**

We plan to start broadcasting in September 2007 – we are in the process of finalising our transmitter details and aim to start broadcasting on 1<sup>st</sup> September 2007.

(The station is currently broadcasting on-line [www.shmufm.net](http://www.shmufm.net) )

**4. Please explain what the grant is for: if for staff please separate out each position by job title, and provide a job description or work plan (these may be attached as separate documents).**

Funding is sought to cover the costs of employing a full-time **Project Administrator** for shmuFM for a period of one year. Please see attached job description.

**5. Give your reasons for why you need this grant and why it is important to the running of your station (in no more than one page). If you are applying for grants for more than one purpose, please set out the details in respect of each one separately.**

We need this grant to enable the newly-licensed shmuFM station to function effectively by employing a full-time Administrator.

The Administrator post is key to the success of our FM station. It is vital in order to assist the efficient day-to-day running of the station by

- 1) providing support to the shmuFM management group, and staff team
- 2) development of the station in terms of publicity, promotion, building support structures, researching best practice and
- 3) monitoring and evaluation, financial monitoring and reporting to funders.

We have been very successful in securing funding from a range of sources to support the development of our community radio station. However the funding we have secured to date focuses more on the development of the platform itself and the planned output of the station (e.g. delivery of training and the development of the 'physical' station). We have been less successful in securing resources for administration. This grant will ensure that the radio development team, both staff and more importantly the volunteers, have the systems, policies and procedures in place to ensure the station operates

smoothly, efficiently and effectively.

The Administrator will be responsible for

- Clarifying and implement the governance structure and decision-making process
- Developing and putting in place a strong structure for community liaison in order to encourage a constant stream of new participants in the project.
- Co-ordinating and supporting the gathering of news stories from the six regeneration areas in order to develop content for content for *shmu*FM programming.
- Identifying and research other community radio models and building partnerships to establish best practice and shared content
- Reviewing OFCOM, *shmu*FM, and other radio regulation policies on a regular basis in order to produce guidelines for *shmu*FM presenters.
- Keeping suitable records to facilitate planning, monitoring, evaluation and finance of radio development work undertaken at SHMU.
- Sourcing relevant funding at local, national and European levels.
- Developing and implement a promotion and marketing plan for both the FM and online stations of *shmu*FM

**6. Please detail how you have arrived at the amount set out in Q1 above. If the purpose of the grant is staffing, include a budget with a financial breakdown between salaries and employers on costs (such as employer's National Insurance, pension, management fee).**

The budget for this post is £ 24,282. This comprises £20,235 as salary, with on costs (fully overheaded with Pension and National Insurance contributions).

This salary level is nearer the top end of the scale for an Administrator post, and recognises the level of responsibilities that the post holder will have in the project. This salary will also assist in the process of attracting, identifying and securing an administrator with the skills and previous experience that we would be looking for from a successful candidate.

We have attached a budget outlining the full projected operating costs of the station in it's first year, including the costs incurred by employing a project administrator (in bold).

**7. What is your timetable for using the grant?**

In keeping with Ofcom guidelines we plan to make use of this grant over the first full year of FM broadcasting – commencing 1 September 2007 running till 31 August 2008.

If we are successful with this application, following notification, we would look to recruit the Administrator so that they are ready to commence the post on 1 September 2007. All recruitment costs will be met by the organisation.

**8. If you are detailing more than one grant purpose on this form, please indicate the priority of each one in comparison with the others by listing them in order or importance. Please provide a brief explanation to support your priorities. Otherwise leave blank.**

**9. If successful, is this funding expected to be used as ‘matched’ funding for a grant application to another body? If so please provide details and copies of any agreements (or other relevant material) that have been put in place already, or an indication of the status of your application.**

We are in the final stages of a Big Lottery Fund - Investing in Communities bid for £320,000 to support the work of the organisation over the 5 years of the licence (equivalent of approx £64,000 per annum for the duration of the licence). Although there are no guarantees at this stage, we are feeling extremely positive about securing the funding. An assessor has been appointed to our bid, and their final report and recommendations will be completed by Friday 18<sup>th</sup> May. (a copy of the application is available by request)

As part of our extensive discussions with our designated assessor, we have informed him of our plans to submit this application. In our 5 year projected budget to the Lottery we have estimated that we may be able to secure up to £50,000 through Ofcom's Community Radio fund (equivalent of around £10,000 per annum). We made the assessor well aware of the limitations of this fund, and the additional pressures that the fund will be under in the years ahead. We also made it clear to the assessor that the Community Radio Fund was just one of a range of potential sources of funding that we would be looking at to secure funds for this project. We also informed him of our intention to lobby the Scottish Executive for a similar fund to be established in Scotland to support the Community Radio sector (as is the case in Wales).

Whether the Big Lottery Fund bid is successful or not, it is our intention to use this award to fund the post that we have identified in this application.

**10. If you are offered less funding than you have requested how would this affect your plans? For example, will you seek additional funding from elsewhere, or scale down your plans? (If you are applying for more than one purpose, please answer this question in respect of each one.)**

If offered less funding than requested, we would attempt to secure the balance of funding required for this post from elsewhere.

If we are unable to secure any additional resources, we would have to consider either reducing the amount of hours of the Project Administrator's post in order to match the funding secured, or potentially reduce overall staff hours across the project (e.g. Station Manager, Community Liaison Officer and/or Technician) since the Administrator is a vital post at the station.

**11. Please supply a summary of your overall operating budget. We do not need detailed information, but a summary of your budget under general headings (such as staffing, premises, engineering, programming etc). What funding do you have in place to meet these costs and what further funding do you expect to attract (including advertising and programme sponsorship)? Please remember that a grant from the Fund should not breach the statutory requirement that no more than 50% of a station's annual income comes from one source. (You may wish to supply this information on a separate sheet of paper.)**

Please see supporting financial documentation. (*shmu*FM – Year One Operating Costs)

**12. Please list any supporting documents that you are submitting with your application.**

- 1) Job Description for *shmu*FM Project Administrator
- 2) Overall operating budget for year one of the FM station

**13. Bank Details. If an award is made the grant will be transferred to your bank by BACS. Please provide details of the account that the funding should be transferred to.**

Bank Name	Clydesdale Bank plc
Account Name	Station House Media Unit
Account Number	70538138
Sort Code	82-60-15
Bank Address	Woodside Branch 433 Great Northern Road, Woodside, Aberdeen AB24 2EU

#### 14. Declaration

I hereby declare that the information given in this application and any supplementary documentation is, to the best of my knowledge and belief, true and correct.

Signature
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Name Mr Murray Dawson
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Position Manager
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Station shmuFM
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Date 14 May 2007
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#### 3. Checklist

- Read the Fund Guidance Notes.
- Check that all sections of the application are completed and supporting documents have been included (attached to an email with the application form and paper copies with a copy of the application form).
- Ensure that the declaration is signed and dated.

#### Then

Submit your application by email to [communityradio@ofcom.org.uk](mailto:communityradio@ofcom.org.uk) and send one signed hard copy of the application (with supporting documentation) to the Community Radio Fund Panel, Radio Licensing Team (5<sup>th</sup> Floor), Ofcom, 2A Southwark Bridge Road, London, SE1 9HA. All applications must be received at Ofcom on or before **5pm on Wednesday 16 May 2007**.

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