

ISSUE 1

LOCAL RADIO LICENCE  
APPLICATION FORM

(RE-ADVERTISEMENT)  
[A: EXISTING LICENSEE]

This application form [version A] is designed for completion by the existing holder of a Radio Authority local licence, which the Authority is now re-advertising as two separate licences (for the AM and FM wavebands), who wishes to apply for one or both of these licences to continue broadcasting in this local area. The new licences will be for a period of eight years from the date of expiry of the licence presently held.

**BEFORE COMPLETING THIS FORM, APPLICANTS SHOULD READ CAREFULLY THE NOTES ON PAGE 38.**

SECTION I : GENERAL

1. RE-ADVERTISED LOCAL LICENCE AREA  
Exeter and Torbay

2. NAME OF APPLICANT COMPANY  
DevonAir Radio Ltd

3. LICENCE(S) APPLIED FOR

Indicate whether this application is for:

(TICK ONE  
BOX ONLY)

licences on both AM and FM wavebands

a licence on the AM waveband only

a licence on the FM waveband only

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

See also Q.44

4. MAIN CONTACTS (FOR PUBLIC PURPOSES)

Provide details of no more than two individuals nominated to deal with any press or public enquiries.

Name: (1) Kenneth Holmes CBE (2)

Paul Angus

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DevonAir Radio  
35-37 St David's Hill  
EXETER  
EX4 4DA

Telephone  
(daytime): \_\_\_\_\_

0392 430703

6. BOARD OF DIRECTORS

a) For the chairman (indicate clearly who this is) and each member of the current board of directors, provide the following details:

- name
- whether executive or non-executive
- home address
- age
- nationality
- occupation
- date on which became director
- any other media interests
- any other directorships held during past five years

b) If any member(s) of the current board of directors is not expected to remain as a director from the commencement date of the new licence period, please indicate who.

c) If there are firm plans to appoint any new directors from the commencement date of the new licence period, provide information (with details of any specific individuals in mind).

(Note: Responses to questions b) and c) may be supplied separately, in confidence, if necessary).

a. See pages 3a-3j

b. Not applicable

c. Not applicable

(Include as many additional pages as necessary)

- name  
**Kenneth Edmund Holmes CBE**  
 whether executive or non-executive  
**Chairman, non-executive**

-  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- nationality  
**British**

- occupation  
**Chartered Accountant**

- date on which became director  
**9 November 1980**

- any other media interests  
**Director, Devon Cablevision**  
**Director, West Country Broadcasting Ltd**  
 any other directorships held during past five years

Beares Group Ltd (Adm. Rec.)	Drilldown Ltd
H Beare & Son Ltd	Beares - Highland Ltd
Beares Engineering Ltd	Bredy Agricentre Ltd
Cox & Sons (Wellington) Ltd	Theatre Royal (Plymouth) Ltd
Dellcourts Ltd	Armada Productions Ltd
Devon & Cornwall Development Co Ltd	
Devon Cablevision Ltd	Devon Enterprise Fund Ltd
South West Farm Processors Ltd	Buckland Corporate Finance Ltd
South Devon Healthcare Trust	Plymouth Groundwork Trust Ltd
Pan Atlantia (UK) Plc	Van Pieters Plc
Rom Data Corporation Ltd	Brompton House Plc

- summary of background and relevant experience  
 Kenneth qualified as a Chartered Accountant in Liverpool in 1956 and worked as a management trainee with Vickers-Armstrong, before joining City Financial Services Group, Shipping & Industrial Holdings, in 1960. He moved to Devon in 1975 as Managing Director of Renwick Group, a small Public Company engaged in Boatbuilding, Travel, Haulage, Garages and Coal Distribution. He is currently Chairman of DevonAir Radio, Devon and Cornwall Development Co, Van Pieters, Pan Atlantia (UK) and Rom Data Corporation and also Accounting Advisor to DTI South West and Director of South Devon Healthcare Trust, West Country Broadcasting, Theatre Royal (Plymouth), Armada Productions, Plymouth Groundwork Trust, Devon Cablevision and Buckland Corporate Finance. Kenneth was appointed a Director of DevonAir in 1980 and made Chairman in 1987. He is active in the business community of Devon, having been a member of the South West Industrial Development Board from 1978 to 1992 (Chairman 1982-1992) and a Director of Westward Television in the 1970's. He was Chairman of the Business Panel of South Devon Tech, involved in Young Enterprise and is currently a Trustee of Plymouth College of Further Education. He is also a member of the fund raising Board for the University of Exeter and presently engaged, with Plymouth Theatre Royal, Plymouth City Council, South West Arts and the Arts Council, in raising the resources for the production of a new Community Opera in Plymouth. Although a non-executive Director, Kenneth is closely involved in monitoring the financial affairs of DevonAir and with its Business and Health Partnership groups.

- name  
**Lieutenant Colonel The Right Honourable The Earl of Morley**

- whether executive or non-executive  
**Non executive**

- home address  
[REDACTED]

- nationality  
**British**

- occupation  
**Retired Army Officer, Farmer and Company Director**

- date on which became director  
**July 1993, having been West Country Broadcasting Chairman since June 1991 and Plymouth Sound Chairman since 1974.**

- any other media interests  
**Chairman, West Country Broadcasting Ltd - 1991  
Chairman, Plymouth Sound Ltd - 1974**

- any other directorships held during past five years  
**None**

- summary of background and relevant experience  
**Lord Morley is Her Majesty's Lord Lieutenant for Devon and is involved in a wide range of local organizations including: Community Council for Devon, Devon Conservation Forum and Devon Playing Fields Association. He is President of the West and Wessex TAVR; President, St John's Council for Devon; and President, Devon Historic Churches Trust. Also : former President, Devon County Football Association; former President, South West Area YMCA; former member of the National Trust Committee for Devon and Cornwall; Governor, Exeter School; former Governor, Seale-Hayne Agricultural College; former Chairman, Devon and Cornwall Regional Board Lloyds Bank 1974-1991.**

**Lord Morley is one of ILR's founding Chairmen and has been a champion of the industry for nearly 20 years. His support over this time has been a cornerstone of successful broadcasting in the West Country.**

- name  
Paul Christopher Angus
- whether executive or non-executive  
Executive
- home address  
[REDACTED]
- nationality  
British
- occupation  
Company Director
- date on which became director  
11 November 1991
- any other media interests  
None
- any other directorships held during past five years  
Director, GWR Group Plc  
Director, Wiltshire Radio Plc  
Director, West Country Broadcasting Ltd
- summary of background and relevant experience  
Paul has worked in independent radio for 13 years. He joined Air Services, the national radio sales agency, as a sales executive, subsequently becoming Sales Group Head. On the formation of IRS, Paul was appointed Sales Manager of Midland Radio Sales, a separate division of IRS. He joined Wiltshire Radio ahead of its launch in autumn 1982 as founding sales manager. He became Wiltshire Radio's Sales Director in 1984. He led the successful sales team that was then enlarged with the merger with Radio West. As Sales Director of GWR, Paul subsequently also became Deputy Managing Director of the GWR Group. His sales responsibilities were extended in 1987 to include the newly-acquired Plymouth Sound. GWR's flotation on the USM provided valuable business experience prior to the later merger with Consolidated Radio Holdings. Paul then became Sales and Marketing Director of the GWR Group, with responsibility for all revenue generation across five stations. As a main board director, Paul was involved with GWR Group's successful application for the Classic FM licence. Paul resigned from the GWR Board on his appointment as Chief Executive of West Country Broadcasting in November 1991. His restructuring of DevonAir and Plymouth Sound has greatly helped the stations to come through the worst economic hardships of recent times. He has, following external research, overseen the re-launch of both stations in programming and sales. Paul serves on the industry's RAJAR Research Sub-Committee.

- name  
**Angela Mary Devonport**
- whether executive or non-executive  
**Non-executive**
- home address  
[REDACTED]
- [REDACTED]
- nationality  
**British**
- occupation  
**Retired**
- date on which became director  
**20 December 1983**
- any other media interests  
**None**
- any other directorships held during past five years  
**None**
- summary of background and relevant experience  
**Angela's husband, Norman, was the founding Chairman of DevonAir Radio which he chaired for three years as an Executive Director. Following his death in 1983, Angela was invited to join the board.**

Prior to this, Angela was for sixteen years Principal/Director of the Devonport Houses for Children, caring for asthmatic and handicapped children. In this capacity she worked closely with local health and education authorities, who placed children in her care.

She managed and co-ordinated the DevonAir Wheels Appeal for six years, raising over a quarter of a million pounds to provide transport for frail, elderly and handicapped people within the transmission area of the radio station. Angela retired from this office in July 1992 and now chairs the DevonAir Charity Trust.

Angela brings to the Board wide experience in community and charitable affairs in Devon together with a detailed knowledge of the north of the broadcast area.

- name  
**Michael Frederick Dobson**
- whether executive or non-executive  
**Non executive**
- home address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_
- nationality  
**British**
- occupation  
**Company Director**
- date on which became director  
**18 September 1979**
- any other media interests  
**None**
- any other directorships held during past five years  
**Alexander Acoustic Productions Ltd  
Berkeley Relocation Ltd  
GMS Consultancy West Ltd  
Guyscliff Property and Investment Co Ltd  
Paignton Zoological and Botanical Garden Ltd  
Rowcroft Hospice Shops Investments Plc  
Town and County Connections Ltd  
South Devon Health Care Trust  
Management Committee of Westcountry Housing  
Association  
Technical Advisory Committee of Institute of  
Chartered Accountants in England and Wales  
Torbay Enterprise Agency Ltd  
Member of Southern Area Board of Devon and Cornwall  
TEC  
Governor and Chairman of Finance Committee of  
Trinity School, Teignmouth**
- summary of background and relevant experience  
**Michael is a Fellow of the Institute of Chartered  
Accountants in England and Wales and has been in  
business in the West Country for more than thirty  
years. He has been involved, at Board level, in a  
wide range of activities in manufacturing,  
distribution and other service industries in the  
area. Michael also takes a keen interest in  
numerous trade, community and other charitable  
activities. Michael, whose family have been  
prominent in local business for many years, has  
been Chairman of the CBI Devon County Group and a  
member of the South West Regional committee and has  
a deep knowledge of the local business community in  
both Exeter and Torbay.**

- name  
**Christine Esther Fraser**
- whether executive or non-executive  
**Non executive**
- home address  
[REDACTED]
- [REDACTED]
- nationality  
**British**
- occupation  
**Arts Manager**
- date on which became director  
**19 February 1993**
- any other media interests  
**None**
- any other directorships held during past five years  
**None**
- summary of background and relevant experience  
**Since returning from a 6 year period in Cyprus (working for the Head of Chancery in the British High Commission), Christine has been actively involved in arts development, particularly in Devon.**

Following a period of teaching 17th Century English Literature at Exeter University, she became the Executive Officer for South West Arts. In 1989 Christine became the Arts Manager for Dartington Hall Trust, with responsibility for Dartington International Summer School and Dartington Arts.

She was the founding Chairman of Devon Arts Forum; representative of the British Arts Festivals Association on the Arts and Entertainments Training Council for new NVSQ's (Management Section); chair of the sub committee of Plymouth University's "Week-end of Invention" team; occasional lecturer/speaker on arts/community developments; member of advisory group for new theatre provision in South Devon; consultant for first USA Community Theatre project (Minneapolis). Christine was invited to be General Manager for Eurotunnel Opening Festival (1994) in July 1993.

Christine therefore brings to the Board a wide range of connections with the Arts in the area, as well as being actively involved in the education partnership group.



- name  
**Keith Fordyce Marriott**
- whether executive or non-executive  
**Non executive**
- home address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- nationality  
**British**
- occupation  
**Broadcaster**
- date on which became director  
**10 September 1979**
- any other media interests  
**None**
- any other directorships held during past five years  
**Torbay Aviation Ltd  
Westkit Ltd  
Hunters Court Management Ltd**
- summary of background and relevant experience  
**Keith started broadcasting with the British Forces Network Hamburg in 1948, on secondment from the Royal Air Force. He took an honours degree in law at Cambridge, 1949-52, and was President of the Cambridge University Law Society in 1951-52. He worked briefly as a soccer commentator for BBC TV, then lived for three years in Luxembourg City as Head of English Service of Radio Luxembourg. On returning to London, Keith became a freelance broadcaster. Although best known for his work in the area of light entertainment and pop music, he also had wide experience as a commentator, interviewer and presenter for both BBC TV and ITV. To mention a few; two years as commentator at Wimbledon for BBC2; Expo67 in Montreal for ITV; coverage of film premiers and award ceremonies; "Miss World" for BBC TV; the wedding of the Duke and Duchess of Kent; the Queen's Silver Jubilee celebrations. His most unexpected engagement was for five series of gardening programmes for ITV! His 14 year run as quizmaster for "Treasure Hunt" on Westward TV led to his decision to live in Devon, moving to Higher Blagdon with his wife and four daughters in 1969. In 1971 he founded the Torbay Aircraft Museum and acted as curator until 1988. Keith's long experience in broadcasting has contributed greatly to the station's programme policy over the years.**

- name  
**Dr William Parker**
- whether executive or non-executive  
**Non-executive**
- home address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_
- nationality  
**British**
- occupation  
**University Lecturer**
- date on which became director  
**10 September 1979**
- any other media interests  
**None**
- any other directorships held during past five years  
**None**
- summary of background and relevant experience  
**At various times Bill has been a warden of a hall of residence at Exeter University and has served on various University committees concerned with University Radio and the fine arts.**  
  
**He is currently serving on the Fine Art and Exhibition Advisory Group which is responsible for purchasing works of art for the University and arranging shows for local and other artists. He lectures to schools in the area on scientific topics and is also the treasurer for the Exeter branch of the LEPRAs Support Group.**  
  
**Bill is a keen walker and climber and is a member of various expedition and climbing societies based in Devon.**  
  
**He is a member of Exeter Labour Party and bowls slow left arm of uncertain line and length for the Erratics Cricket Club!**  
  
**Bill is the technical expert on the Board and he has been particularly helpful advising on our technical needs and developments.**

- name

**Bruce Robert James Friday**

- whether executive or non-executive

**Non-executive**

- home address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- nationality

**British**

- occupation

**Financial Consultant/Planner**

- date on which became director

**19 February 1993**

- any other media interests

**None**

- any other directorships held during past five years

**Financial and Taxation Consultants Ltd  
Advisory and Brokerage Services (SW) Ltd**

- summary of background and relevant experience

**Bruce has lived in Devon all his life except for four years at Loughborough University of Technology. After teaching for 3 years in both the state and private sector Devon schools, he joined a national firm of Chartered Accountants, eventually running an Exeter based subsidiary company for them before setting up a locally based business in April 1991.**

**Bruce brings his broad range of local contacts to the Board, both in business and sport. He had a long Rugby career, including regional representative honours against major overseas rugby playing nations. Since retiring, he has coached senior local sides and, in Russia, working for the RFU, has examined would be coaches. He has provided interviews and live commentary for radio stations, as well as undertaking engagements as an after dinner speaker.**

**Bruce is actively involved in a number of local business fora. He has also given radio interviews and had works published on Budget reviews and a wide range of other financial matters.**

- name  
**Hamish MacDougall Turner**
- whether executive or non-executive  
**Non executive**
- home address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- age  
**60**
- nationality  
**British**
- occupation  
**Solicitor/HM Coroner**
- date on which became director  
**1 February 1979**
- any other media interests  
**St David's Music Productions Ltd**
- any other directorships held during past five years  
**IFAC Investments (now wound up)  
Torquay Market Company  
Shaldon Wildlife Trust Ltd  
Shaldon Wildlife Trading Co Ltd**
- summary of background and relevant experience  
**Hamish was one of the founder members of the consortium bidding for the Exeter and Torbay Radio franchise. He was Secretary of the Company from its formation to June 1992. A champion for the Torbay listener, he is involved in many local Torbay organisations. He was founder/Chairman of the Cheshire Home built at Brixham and is now their President and served as a National Trustee of the Leonard Cheshire Foundation for ten years. He is Senior Partner of his firm of Solicitors and has been Torbay and South Devon Coroner since April 1982. Over the years he has been involved in many local amateur operatic and dramatic productions and is current Chairman of the Babbacombe Theatre Arts and Community Trust. He was also founder Chairman and now President of the Victim of Crime Support Scheme for Torbay. Hamish's presence throughout the long history and difficult years of reconstruction has provided DevonAir with admirable, consistent support. The company has found Hamish's legal background and high personal standing in the Torbay area of immense value over the years.**

7. EXTERNAL ASSISTANCE

Provide details of any companies or individuals, other than directors or executives of the applicant company, whose involvement in the preparation of this application has been substantial (e.g. legal or financial advisers, research consultants, etc.). State their roles in assisting the applicant company's operation.

Hallett Arendt has assisted in the production of the application document. In particular they have helped in the presentation of historical audience data and advised on audience and revenue growth. Hallett Arendt also co-ordinated the consumer research study.

8. COMPANY HISTORY AND DEVELOPMENT STRATEGY

Outline briefly the history of development of the applicant company since its formation, including any substantial restructuring, mergers, diversifications, etc., giving relevant dates where appropriate. Describe principles upon which the company's future development strategy is based, and any firm objectives for the new licence period.

DevonAir started broadcasting in November 1980. Studios were situated in Exeter and Torbay, as the conditions for the award of the licence had required a "twinned" approach.

Early audience success, and a substantial flow of National revenue, ensured early financial results were attractive. However, by the mid 1980's, the station was experiencing difficulty in balancing income and costs. Recurrent losses drained the Company's capital resources and forced the Board to reconsider the future of the business.

Planned diversification into media-related events was identified as a possible additional source of revenue at this time. Air and Motor Shows, concert promotion, exhibition organisation and music productions were undertaken, with some success but not sufficient to create a position of financial security.

In 1987, survival was assured by the decision of Capital Radio PLC to acquire control. Two Capital Directors joined the Board and subsequently, a Capital subsidiary, Media Sales and Marketing, was awarded the contract for National airtime sales.

During the 1988/89 period, the company enjoyed a return to profitability, in common with most of the rest of the industry; and, in 1989, the East Devon 103 FM transmitter was commissioned, filling a long recognised need to provide FM quality reception to a large part of rural East Devon.

During 1990, financial pressures built up once again, as National revenue declined yet further, and the recession started to bite. The Company was also very aware of an impending dramatic increase in transmission costs.

(Include up to two additional pages, if necessary)

Simultaneously, a similar set of circumstances was developing at neighbouring Plymouth Sound, a wholly owned subsidiary of GWR Group PLC, and discussions between the two parent companies led to the conclusion that there were substantial opportunities for sharing costs and enhancing the services by joining forces. The resulting merger took place in June 1991.

During the period immediately following this, there was full and close examination of the respective station philosophies and significant internal adjustments were made in order to maximise the resources of the two stations and minimise the cost base.

A new holding company, West Country Broadcasting Limited, was formed and a new Chief Executive appointed to the Group, in November 1991.

A major reorganisation followed, which has considerably improved the operating performance of the merged companies and permitted the recruitment of a new, highly qualified, management team, based upon shared costs.

Tangible benefits have ensued for both stations and include, for DevonAir, locally produced programming, 24 hours a day; an increase in newsroom staffing resulting in an improvement in the quality and duration of our news service; and the introduction of weekend local bulletins. In association with Plymouth Sound, the ability to cover major regional events was enhanced, as was well demonstrated by the coverage of the recent Local Government Elections.

Poor trading conditions, and the costs of the re-organisation, led to losses being made during the last two years and the importance of the backing of major shareholders, who were able to inject necessary resources, was clearly evident.

The principles behind the company's development strategy are:

- a. The continuation of a quality simulcast service, which provides proven, sustainable listener satisfaction.
- b. The intention to be self-sufficient on locally generated income.
- c. The maintenance of an effective sales effort and control over costs, which are the pre-requisites for an appropriate return on Shareholders' funds.

The objectives for the new licence period are as follows and are expanded in more detail in response to Question 27 - Summary of the Business Plan:

1. To achieve and maintain the station's position as the most successful in the area.
2. To provide opportunities for satisfying and rewarding employment and career advancement for staff.
3. To provide locally produced, quality programming, which is both entertaining and informative, 24 hours a day.
4. To further develop our established interactive role within the community.

During the last two years, revenue declined as the recession intensified, transmission costs rose by more than 700% (additional cost of £100,000 per annum) and a series of major organisational changes following a fundamental review of all aspects of the Company's structure and activities.

This led to the re-launch of both programming and the new sales drive.

The results have been dramatic. They include a major increase in the client base and the volume of local income, based upon the revitalisation of station output, which has produced an increase of 32% (RAJAR Quarter 2 1993) in total hours listened.

The perception of DevonAir, in the community at large, is now one of a confident and vibrant radio station. This change in confidence is reflected in the attitude of staff, with morale increasing in line with the prosperity of the Company.

DevonAir regards this as an excellent platform on which to build success for the future.

An important component of the success, to this point, has been simulcasting on the AM and FM wavebands. There are strong cultural and economic arguments for persisting with this strategy in the immediate future in the Exeter/Torbay area.

Firstly, due to the hilly nature of the local terrain, more than 80,000 adults can only receive our service on AM. This number of potential listeners would therefore be disenfranchised were the current service to be withdrawn and replaced by one of more segmented, therefore less universal, appeal. It is noted that BBC Radio Devon acknowledges the same problem in arguing for the retention of its AM frequency.

Secondly, the station management is still in the early days of building a new sound and a deeper loyalty to the station amongst listeners and advertisers alike. Whilst succeeding demonstrably, the management believes it is too soon to break the familiar pattern of listenership in this area, which has traditionally been to a simulcast programme.

Thirdly, due also to the hilly local terrain, transmission costs for this relatively small area are exceptionally heavy. Simulcasting does, in this respect, provide some compensating alleviation of cost - particularly important given the prolonged nature of the recession in the South West.

However, in the longer run, both the company and its shareholders have great faith in the principle of split frequency broadcasting, so long as the desired widening of listener choice can be achieved in a way and at a time which is injurious neither to existing listener loyalty, nor to the economics of broadcasting in this area.

The plans for extending listener choice by splitting AM and FM frequencies are outlined in the answer to Q27.

9. CURRENT STAFFING

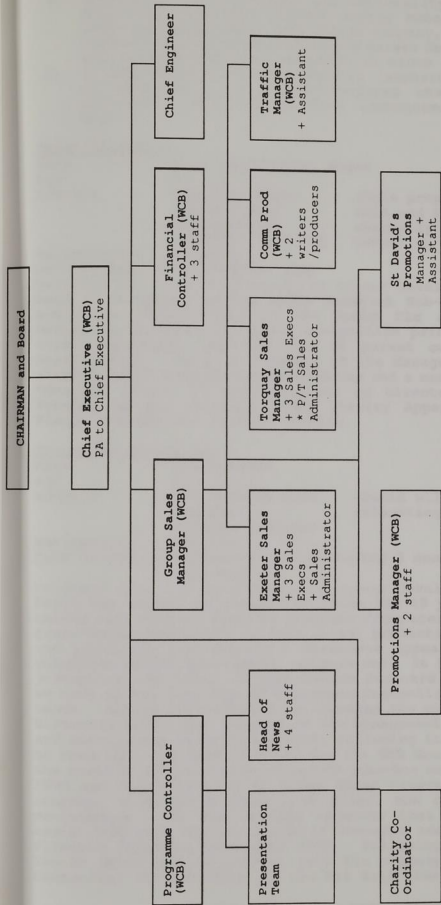
- a) Provide a staffing chart showing all current station management and staff posts, and indicate clearly the reporting structure.
  - b) Give present number of full-time and part-time staff in paid posts, arranged by department (e.g. programming, news, sales, engineering, etc., as appropriate to company's operation and organisation), and in total. Provide (separately, in confidence) details of present salary levels.
  - c) If appropriate, indicate clearly any management or staff positions which are shared, within a group operating structure, between the radio service for this licence area and others operated by the applicant company.
  - d) If appropriate, indicate any allocation or division of management or staff responsibilities between AM and FM services (e.g. in programming, sales, etc.).
  - e) List any activities which are contracted-out to agencies, consultants, etc. (state who these are), including numbers of personnel upon whom station is able to draw, if known.
  - f) Give details of any role played by unpaid voluntary helpers in running the station, including numbers of volunteers who participate during a typical week, and activities undertaken.
- a. See chart on page 5b  
b.

	<u>Full Time</u>	<u>Part Time/ Freelance</u>
Engineering	1	-
Sales, inc. Commercial Production & Traffic	13	-
News and Sport	5	-
Accounts	4	-
Administration, inc. Chief Executive and Receptionist	3	1
Programming	1	6
Promotions	3	-
St David's Promotions	2	-
<u>TOTAL</u>	<u>32</u>	<u>7</u>

(Include up to two additional pages, if necessary)



- c. The above list includes the following staff and freelance personnel who have roles across DevonAir and Plymouth Sound.
- |  |   |
|--|---|
| Chief Executive                            | 1 |
| Chief Executive's PA/Admin. Manager        | 1 |
| Finance Controller & 3 staff               | 4 |
| Programme Controller                       | 1 |
| Evening & Overnight Freelance presentation | 2 |
| Commercial Production Manager              | 1 |
| Traffic Manager & Assistant                | 2 |
| Promotions Manager + 2 (Plymouth based)    | 3 |
- d. Not applicable
- e. Hallett Arendt are contracted for the regular analysis of RAJAR audience data. Support to Sales Company are used for the provision of computerised planning systems, eg: COMBAT. Professional services are provided by KPMG as auditors and Bond Pearce as lawyers.
- f. None



10. MANAGEMENT (including executive directors named at Q.6)
- Give name, age, address and nationality of each member of applicant company's present senior management team. State date upon which he or she joined company, and briefly outline relevant previous experience and career development, including any evolution of responsibilities since joining company.
  - If appropriate, provide details (separately, in confidence, if necessary) of any anticipated changes in management personnel or structure from commencement of new licence period.

Chief Executive

Name Paul Christopher Anqus  
Age \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Nationality British

Date Joined Co 11 November 1991

Relevant Previous Experience and Career Development

Paul is a member of the RAJAR Research Sub-Committee. He held executive directorship of GWR Group Plc as Group Sales and Marketing Director until his resignation prior to appointment as Chief Executive, DevonAir and of parent company West Country Broadcasting. Paul is a member of the Management Research Group (Institute of Management) Devon Group and a member of the Devon and Cornwall branch of the Institute of Directors. He is also a Trustee of the DevonAir Radio Charity Appeal (Wheels Appeal). Please see Q6a for further details.

Programme Controller

Name David Bowen  
Age 4  
Address \_\_\_\_\_  
\_\_\_\_\_

Nationality British

Date Joined Co 4 January 1993 following 3 months in a consultancy capacity

Relevant Previous Experience and Career Development

David has worked in commercial radio for 18 years, beginning his career with Swansea Sound as Presenter/Producer, gaining invaluable grass-roots experience in both roles, presenting a daily programme and producing the station's Christmas Appeal, annual series of community access programmes, quizzes etc. In 1980 his move towards journalism led David to help launch Hereward Radio and, in 1983, he took up the position of Programme Controller with Radio Aire in Leeds. Having successfully re-launched the programming, he joined Wiltshire Radio and, as part of the management team helped to plan and execute the station's output, following its joining Radio West to form GWR. As Head of Music for the GWR Group, David introduced the country's first touch-screen CD juke-box on-air library system. 1990 saw David setting up Bowen Sklar Programming a consultancy company, with his partner Rick Sklar, one of America's leading programmers. It was in this capacity that David was asked to assist WCB with the re-launch of DevonAir and its sister station Plymouth Sound in September 1992. Following the successful re-launch David was invited to join the company as Group Programme Controller for WCB which is now his full time occupation.

(Include one additional page, if necessary)

Chief Engineer

Name Dave Moss  
Age ..  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DEVON  
British  
August 1986

Nationality  
Date Joined Co  
Relevant Previous Experience and Career Development Versatility has been a keynote in Dave's career in radio. Qualification with a City and Guilds final certificate was followed by work with the BBC and then as a film and T.V. sound engineer at the University of Leeds. Dave then joined Radio Tees as a technical operator/maintenance engineer. Subsequent promotions to assistant and then chief engineer brought responsibilities as varied as the operation of outside broadcast to project development. Dave joined DevonAir as Chief Engineer in 1986. His 18 year career in the industry, has covered all aspects of broadcast engineering. Dave also takes the opportunity, when available for on-air duties and he produces and presents "Sidelight", DevonAirs weekly motoring magazine features. Dave acted as head of station on air operations for five months recently before the appointment of the Company's Programme Controller.

Head of News

Name Hamish Marshall  
Age \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Nationality British  
Date Joined Co 5 October 1992

Relevant Previous Experience and Career Development Following an Honours degree in Modern History and Political Science at Dundee University, Hamish Marshall worked part-time in production at Radio Clyde and West Sound, whilst saving to study for the Post Graduate Diploma in Radio Journalism at Falmouth School of Art and Design. Hamish obtained a Distinction from the course, which ended in 1991. During the course he worked as a freelance at Plymouth Sound, BBC Radio Cornwall, Pennine Radio and West Sound Radio. He moved to work full-time at Beacon Radio, in Wolverhampton and Shropshire, as a news journalist. During a fifteen month stay at Beacon, Hamish had spells as district reporter, based in Shrewsbury, obtaining and collating stories for the whole of Shropshire. He was also the co-ordinator for the station's general election coverage in the Spring. Major stories which Hamish has reported include The Ian Gordon shooting in Telford, Stephanie Slater kidnap and West Midlands Serious Crime Squad. Hamish was also a regular contributor to Beacon's sports programmes, both as a match reporter and presenter. In October 1992 he moved to become Head of News at DevonAir in Exeter. Since taking over at DevonAir, Hamish has overseen the closer ties with the newsroom at Plymouth Sound and implemented increased bulletin lengths and wider local coverage. He co-ordinated the joint coverage of the Devon County Council elections in May 1993.

Financial Controller

Name Graham Gilbert  
Age ..  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Nationality British  
Date Joined Co February 1993

Relevant Previous Experience and Career Development Following the achievement of his honours degree in Economics and Commerce, Graham joined Price Waterhouse in Southampton. His subsequent qualification as a Chartered Accountant meant audit work on major clients in Jamaica and Jersey. The next four years were spent with Price Waterhouse in Jamaica and Jersey. As Senior Audit Manager in Jersey, Graham was invited to join client company Pierre Sangar International first as Finance Controller, and then Finance Director. After 4 years Graham relocated to the UK mainland becoming Managing Director of Pierre Sangar UK Group of Companies, developing record forward sales and turning the company into profit. A long held ambition was then achieved when Graham launched his own consultancy firm dealing with assignments for wide ranging businesses with requirements from implementation of sound financial systems, to preparation of statutory accounts and management buy-outs. Graham joined West Country Broadcasting, DevonAir's parent Company, in early 1993 as full-time Financial Controller, and has implemented a strategy for strong financial management.

SECTION II : PROGRAMMING

IMPORTANT NOTES:

- 1) Throughout this section of the application (up to and including Q.21), applicant's responses should refer to proposals for the new licence period.
- 2) Applicants submitting proposals for different programme output on AM and FM wavebands should, within a single application document, complete this section of the application form twice: first detailing their programme proposals for a service on the AM waveband (Q.11-22), followed separately by proposals for a service on the FM waveband (Q.11-22, again).
- 3) Responses to this section of the application will form the basis of the successful applicant's 'promise of performance', to be incorporated in the licence issued for the new licence period.

11. PROPOSED PROGRAMME SERVICE

- a) State waveband (AM or FM), and name of proposed programme service on that waveband.
  - b) Outline, briefly and in general terms, the approach and objectives of the proposed programme service, and the broad format and content to be provided: e.g. whether a 'full service', or more specialised in appeal; whether predominantly music-led or speech-based; the extent to which output would be locally-originated or part of a wider, externally-sourced service.
- a. **FM and AM - DevonAir**
- b. DevonAir will continue its programming policy of providing predominantly locally-originated, music based entertainment and full-service programming, with community action broadcasts and a commitment to providing an appropriate balance of local, national and international news.

The house-style of the station will be local, friendly and bright. It will offer authoritative information with a fun presentation style. Familiar contemporary music will be selected to appeal to the widest possible audience, being of special interest to the 25-54 age group.

Presenters have been chosen for their ability to relate to Devon and its people. They will be resident within the area themselves and will be encouraged to be creative and original, informative and entertaining.

The on-air music library will be made up of familiar records, all selected for their proven popularity and wide demographic appeal. Aggressive music, such as Rap and Rave, will not be played as extensive research (BPR) has shown this to be unpopular with a wide range of listener groups.

DevonAir emphasises its total commitment to being both active and re-active with regard to issues which affect the interest and high degree of pride which its population has for its area. This will be reflected in our community action programme segments, which will cover such subjects as education, health, the local environment and charity fund raising through our established "Wheels Appeal". Such segments will be of suitable duration and presentation style to complement the station format.

Local sports will be comprehensively covered along with major national and international events in daily bulletins, mid-week coverage and a sports orientated Saturday afternoon sequence.

The reputation for comprehensive and accurate news coverage already established throughout the area and communities served by DevonAir will continue to be built upon, through the news-team, including a member based in the Torquay studio, and by recognising the requirements and aspirations of the area which DevonAir serves.

It is DevonAir's intention to produce and broadcast all programming from its own studios with the following exceptions:

"Cross Rhythms", a contemporary religious programme produced by Plymouth Sound and broadcast on Sundays 1900-2000.

"The Network Chart", network feed, broadcast on Sundays 1600-1900. DevonAir will also make use of other syndicated programme specials, as and when appropriate, subject to format suitability and listener requirements.

DevonAir provides overnight and weekend programming to its sister station, Plymouth Sound, on weekdays from 1900-0600, Saturday from 1800-0600 (Sunday morning) and from 2000-2400 on Sundays. Local identity will be preserved through the use of separate station identification, community announcements and commercials.

DevonAir believes that its on-air community action programming demonstrates its commitment to the area, and will be given full programming support.

A full 24 hour service will always allow sufficient flexibility for one-off programming services as required by local emergencies or exceptional weather conditions, with contact arrangements already in place to all relevant authorities.

## 12. BALANCE BETWEEN MUSIC AND SPEECH

Of all programming airtime (i.e. excluding any advertising or other commercial minutage, promotional trails and sponsor credits), what proportion will be devoted to speech (including presentation of music)? Enter, in the following table, the minimum and maximum percentages of programming airtime that speech output would form, in each of the periods specified.

	<u>Speech as % of prog. airtime</u>			
	<u>"Peaktime"</u> (0600-1900)		<u>Non-"Peaktime"</u>	
	<u>Min%</u>	<u>Max%</u>	<u>Min%</u>	<u>Max%</u>
a. On a typical weekday (Monday-Friday)	10	35	10	25
b. On a typical Saturday	10	40	10	20
c. On a typical Sunday	10	30	10	25

13. MUSIC OUTPUT

a) Weekday peak-time music

If it is proposed to include music within the weekday peak-time (06.00-19.00) output, give details of the predominant type(s) of music by which it is expected that the service would be identified, using recognised definitions: e.g. current and recent 'top 40' chart hits; gold (former chart hits); dance; easy-listening; etc. For each type, provide four examples of individual tracks (naming recording artists) as representative illustrations. State the minimum and maximum proportion (as a percentage) of total music output to be represented by each type listed, during any consecutive period of three weekday peak-time hours devoted mainly to music output.

<u>Type of Music</u>	<u>Illustrative Tracks and Artists</u>	<u>Music Type As % of Total Music Output</u>	
		<u>Min%</u>	<u>Max%</u>
Current Hits	* Arienne Tasmin Archer * Living On My Own Freddie Mercury * River of Dreams Billy Joel * Dream of Me OMD	17	17
Re-Current	* More Than Words Extreme * I Can't Dance Genesis * You Got It Roy Orbison * Rhythm's Gonna Get You Gloria Estefan	17	25
Eighties	* Woman John Lennon * Every Little Thing Police * She Drives Me Crazy Fine Young Cannibals * All Night Long Lionel Richie	17	25
Seventies	* Don't Stop Fleetwood Mac * Daniel Elton John * Take A Chance On Me Abba * Layla Derek And The Dominoes	8	17

(Include one additional page if necessary)

<u>Type of Music</u>	<u>Illustrative Tracks and Artists</u>	<u>Music Type As % of Total Music Output</u>	
		<u>Min%</u>	<u>Max%</u>
Sixties	* Substitute Who	8	17
	* Sitting On The Dock Of The Bay Otis Redding		
	* Do It Again Beach Boys		
	* I've Just Seen A Face Beatles		
Gentle	* Move Closer Phylis Nelson	8	17
	* Glory Of Love Pete Cetera		
	* You're In My Heart Rod Stewart		
	* Fool If You Think It's Over Chris Rea		
Cuts	* The Valley Road Bruce Hornsby & The Range	8	17
	* Heart Pet Shop Boys		
	* You Give Love A Bad Name Bon Jovi		
	* My Brother Jake Free		



b) Music output at other times

Provide details of any type(s) of music, other than those listed at a) above, which it is intended to broadcast either during non-peak-time hours on weekdays (i.e. before 06.00 or after 19.00), or at any time of day during weekends. For each type, provide four examples of tracks (naming recording artists) as representative illustrations. State, for each type listed, the anticipated amount to be broadcast, and when it would be scheduled.

<u>Type of music</u>	<u>Illustrative tracks and artists</u>	<u>Total no. of hours per week</u>	<u>Day(s) of week and time(s) of day</u>
Dance	* Step It Up Stere0 MC's * I'm Every Woman Whitney Houston * Never Too Much Luther Vandros * Car Wash Rose Royce	4	Saturday 1800-2200

(Include on additional page, if necessary)

14. SPEECH CONTENT

Describe, as fully as possible, the speech content (if any) of the service proposed, other than news output (see Q.15 below). Provide examples of speech material, and indicate whether this would be in the form of short features (less than 3 mins. duration), longer items or entire programmes. (All regular speech output, apart from general presentation and introduction of music items, should be included in the proposed programme schedule at Q.20).

All regular mainstream speech content will be in features of no more than two minutes duration, thus enabling DevonAir to maintain its programme format whilst most effectively raising awareness of items of local importance and general interest in an easily-comprehensible and entertaining manner. Speech content such as coverage of charity broadcasts and one-off programme specials, etc, may exceed normal durations as dictated by listener interest levels.

There are two main categories of speech:

a. Speech content as part of general programming:

Weather: Weather reports will be broadcast each hour following the news, and also on the half hour at 0630, 0730, 0830, 1630 and 1730. Storm warnings as supplied by the Plymouth Weather Centre will be broadcast on an as-and-when basis, and exceptional weather conditions also covered accordingly.

Travel Information: Provided by the AA, the traffic reports will be at the following times: 0710, 0740, 0810, 0840, 1638, 1705 and 1738 Monday-Friday. 0710, 0740, 0810, 0840, 1023 and 1123 Saturday only. Up to date information from regional airports, British Rail, and local bus companies will provide a travel/information service for both residents and visitors to the area, that will be flexible enough to cope with the varying demands of the seasons. Additional information will include car park availability and tourist travel information at peak times.

Sport: Saturday will be the main day for sport with a music/speech balance that ranges from 70/30 to 50/50 depending on the season. Weekday evening matches involving local teams playing away or at home will be covered in addition to the regular Monday to Saturday bulletins at 0730 and 0830. These will normally be of one and a half minutes duration. There will be an additional Friday evening 2 minute bulletin previewing the weekend sport.

Community Information: In keeping with its policy of ensuring that DevonAir remains an integral part of the community, it will feature community news, what's ons and local action information as part of its mainstream programming. This will be presented in an informed yet informal manner. Currently approximately 50 items a week are broadcast such as announcements of fetes, County Shows and news from community service organisations.

Backing Business: This 1-2 minute feature will be broadcast Mondays, Wednesdays and Fridays at 1748 is a direct result of the DevonAir Business Partnership Group. It will feature positive and optimistic business news in order to promote confidence in the local economy, and provide an information sharing service to the business community.

The DevonAir Wheels Appeal Charity: Charity fund raising will feature throughout the year, raising money to purchase vehicles and facilities for such charities as Exeter Disability Transport Service, Age Concern Devon, The West of England School for Children With Little Or No Sight, and Exeter and East Devon Sports Association for the Disabled.

Motoring: Motoring features will be broadcast in 4 segments across Saturday afternoons, covering new model information, practical advice on driving safety, and car maintenance.

b. Speech content as "one-off" features:

These will include weekly campaigns such as the Adult Learners Week where a series of pre-recorded interviews are played throughout the week across all day-parts covering all aspects of Adult Learning from re-sitting A Levels to Skills Re-Training. Other subjects that will be regularly covered include education, health, and items of local significance, including city/town festivals, local political issues, and items of environmental concern.

15. NEWS OUTPUT

a) National and international news

If it is proposed to provide national and international news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

National and international news will be provided on the hour, 24 hours a day. This will comprise the IRN service between 1900 and 0600 weekdays, and 1400 to 0700 at weekends. All bulletins will be of 2 minutes duration.

Local mixed bulletins will run 0700 to 1800 weekdays and 0800 to 1300 at weekends. Durations will vary dependent upon the time of day. Except in emergency situations, bulletins will be in the range of 3 to 5 minutes.

The weekday service will include three 2 minute bulletins on the half hour between 0630 and 0830 and a 20" headline service at 1738 which comprises only national and international headlines. The national and international proportion of all local bulletins, apart from the weekday 1738, will be between 40-60%. Material for all local bulletins will be assembled from the audio and copy services provided by IRN, with input from DevonAir journalists if and when appropriate.

b) Local and regional news

If it is proposed to provide local and/or regional news output, state the periods of the broadcasting day (separately for weekdays and weekends) when this would be included, the scheduling and duration of this output, and the proposed source(s) and/or means of collecting such news.

Mixed content local bulletins providing local and regional news will run on the hour between 0700 and 1800 weekdays and from 0800 to 1300 at weekends. Durations will vary within the range of 3-5 minutes dependent upon the time of day. The weekday service will also include 3, 2 minute bulletins on the half hour between 0630 and 0830. The local and regional content of all local bulletins, apart from the weekday 1738, will be between 40-60%. All weekday local news origination will be from the Exeter studios, and all bulletins can be lengthened as required.

At weekends local bulletins of approximately 3 minutes duration will run on the hour from 0800-1300. Local and regional news will account for between 40-60% of this output.

The schedule maximises efficient use of news resources and is an effective solution for weekend news provision across both WCB stations. Listeners will continue to receive a high quality news service originating in Devon for a significant part of every weekend. DevonAir proposes to continue sourcing these bulletins from Plymouth Sound studios on Saturday and DevonAir studios on Sunday.

DevonAir's team of journalists will continue to utilise their extensive network of contacts, across all sectors of commercial, industrial and public life. An on-going dialogue with colleagues at Plymouth Sound will ensure full integration of regional news, whilst close contact with emergency services and various news agencies ensures up to the minute reporting as stories develop. With one journalist based in the Torquay studios and the balance of the news team in Exeter, the ability to call on further journalistic resources as required from Plymouth Sound means DevonAir is confident of its ability to cover the major news-worthy events in the county without difficulty.

Recent examples of this joint approach have been in the Lyme Bay canoe tragedy, a story of particular local importance, and the coverage of the recent County Council Elections. A composite team of 9 journalists, drawn from the two stations and complemented by staff volunteers provided results news, analysis and interviews which were broadcast live by both stations in extended bulletins once the polls had closed.

16. BROADCASTING HOURS

During which hours of the day is it intended to broadcast a programme service? (Please state if broadcasting hours will differ on weekdays, Saturday and Sunday).

DevonAir will broadcast 24 hours a day, 7 days a week.

17. NON-LOCAL ORIGINATION

If it is proposed that part or all of the programme service will be provided other than by 'live' programming originating from a studio (or outside broadcast facility) within this licence area, provide details of this, indicating the nature and source of such material, and its scheduling and duration. Include each of the following, as appropriate:

- a) Programming that is part of a wider regional or networked service, originating from a studio outside this licence area. (Programming integrating material originating from a studio outside this licence area with locally-originated items by means of digital or other technology should be described under this heading, with a full explanation of the means of compilation and presentation of such programming);
- b) Other than national and international news, all syndicated programming (e.g. any concerts, chart shows, interviews, drama, etc.).
- a. It is planned that all programming will remain locally originated, except for the religious programme, "Cross Rhythms" which originates from Plymouth Sound.
- b. DevonAir will broadcast the Network Chart Show on Sundays, 1600-1900, for as long as it remains available and complementary to the station's general format.

The criteria for accepting any other syndicated programme material will be local relevance, programme quality and audience appeal.

It is not envisaged that such programme strands would normally account for more than 5% of total programme output over any seven day period, barring extraordinary national or world events.

(Include one additional page, if necessary)

18. AUTOMATED LOCAL OUTPUT

If it is proposed to provide locally-compiled programming which involves no presentation at all, or pre-recorded rather than 'live' presentation (excluding commercials, sponsor credits, networked news and pre-recorded promotional items), please give details, indicating scheduling and duration.

Locally produced programming will continue to be presented live.

19. OUTPUT IN LANGUAGE(S) OTHER THAN ENGLISH

If any programming in a language (or languages) other than English is proposed, state which language(s); give details of the expected amounts of such programming and its time of scheduling; and estimate the number of persons living in the area who are able to understand the language(s) to be used, and the percentage of the total population of the licence area which they represent.

DevonAir will broadcast wholly in the English language. The latest, 1991, census confirms that no ethnic group represents a significant enough proportion of the total population to warrant the attention of separate language programming.

20. PROGRAMME SCHEDULE

Using, if necessary, a maximum of two pages for each, provide an outline of the proposed programme schedule for:

- a) an typical weekday (indicating variations from day to day, as appropriate);
- b) a typical Saturday;
- c) a typical Sunday.

Summarise, for each programme sequence, the main type(s) of music and/or speech content, style of presentation, and the proportion of programming airtime (see Q.12 for definition) devoted to music and speech. Indicate duration and scheduling of any national/international and/or local/regional news output. These should be consistent with responses to other questions in this section of the application.

(Note: The successful applicant may vary the detail and timings of this outline schedule, provided that the general approach and balance of the service proposed in this application is maintained within the 'promise of performance' agreed).

For other competitions or discussion points. The style of presentation will be glossy and fun, without being overdone or too "wacky". The music will follow BBC's "Golden Rules".

- 0700-0800 2 minutes national and international bulletin
- 0700-0800 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 0730-0830 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 0800 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 0830-0930 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 0930-1030 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1030-1130 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1130-1230 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1230-1330 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1330-1430 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1430-1530 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1530-1630 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1630-1730 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1730-1830 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1830-1930 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 1930-2030 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 2030-2130 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 2130-2230 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 2230-2330 2 minutes locally produced bulletin containing 50/50 balance of local/national news
- 2330-2430 2 minutes locally produced bulletin containing 50/50 balance of local/national news

BBC's policy for this service is to provide a full entertainment, personality driven programme with well researched live features. Presenters' style will be high profile with extensive participation. The music will combine with the mix of '10's, '80's, '90's and local current and re-current hits as detailed in Question 12.

- 0700-0800 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 0700, 0730, 0800 and 0830, with 2 minutes at 0800 being a 50/50 local/national split.
- 0830-0930 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 0830, 0900, 0930 and 1000, with 2 minutes at 0900 being a 50/50 local/national split.
- 1030-1130 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1030, 1100, 1130 and 1200, with 2 minutes at 1100 being a 50/50 local/national split.
- 1230-1330 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1230, 1300, 1330 and 1400, with 2 minutes at 1300 being a 50/50 local/national split.
- 1430-1530 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1430, 1500, 1530 and 1600, with 2 minutes at 1500 being a 50/50 local/national split.
- 1630-1730 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1630, 1700, 1730 and 1800, with 2 minutes at 1700 being a 50/50 local/national split.
- 1830-1930 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1830, 1900, 1930 and 2000, with 2 minutes at 1900 being a 50/50 local/national split.
- 1930-2030 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 1930, 2000, 2030 and 2100, with 2 minutes at 2000 being a 50/50 local/national split.
- 2030-2130 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 2030, 2100, 2130 and 2200, with 2 minutes at 2100 being a 50/50 local/national split.
- 2130-2230 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 2130, 2200, 2230 and 2300, with 2 minutes at 2200 being a 50/50 local/national split.
- 2230-2330 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 2230, 2300, 2330 and 2400, with 2 minutes at 2300 being a 50/50 local/national split.
- 2330-2430 Will be in the form of locally aired bulletin being a 50/50 national/local content split. Duration will be 2 minutes at 2330, 2400, 2430 and 2500, with 2 minutes at 2400 being a 50/50 local/national split.

BBC's policy for this service is to provide a full entertainment, personality driven programme with well researched live features. Presenters' style will be high profile with extensive participation. The music will combine with the mix of '10's, '80's, '90's and local current and re-current hits as detailed in Question 12.

a. A Typical Weekday

2400-0600

DevonAir's overnight sequence will run to the same format as other day-parts, and will be broadcast live by presenters who are encouraged to maintain the standards of professionalism and entertainment heard elsewhere during the day. The style of presentation will be warm and relaxed, promoting an on-air club atmosphere without alienating new listeners. This will be done through the use of entertainment features, quizzes etc, as appropriate, and repeats of day time highlights. Music will be the station's style-mix of classic hits from the '60's, '70's and '80's plus the best of the '90's and current singles chart, as described in Q13a.

News International and National news provided by IRN, 2 minute bulletins on the hour

Music/Speech Ratio 80/20

0600-1000

The breakfast sequence will contain the day's highest proportion of speech during 0700-0900, partially due to the information content which includes news and headlines, traffic, newspaper reviews, sport and weather. Audience participation will also be a major part of this family-orientated programme, mainly through phone calls for either competitions or discussion points. The style of presentation will be pacy and fun, without being outrageous or too "wacky". The music will follow DevonAir's station format.

News 0600 IRN, 2 minute national and international bulletin.

0700, 0800 5 minutes locally produced bulletin containing 60/40 balance of local/national news.

0730, 0830 2 minutes locally produced bulletin containing 50/50 balance of local/national news.

0900 3 minutes locally produced bulletin containing 50/50 balance of local/national news.

Music/Speech Ratio 60/40

1000-1430

DevonAir's policy for this sequence is to provide a full entertainment, personality driven programme with well researched live features. Presentation style will be high profile with audience participation. The music will continue with the mix of '60's, '70's, '80's and both current and re-current hits as described in Question 13a.

News Will be in the form of locally mixed bulletins being a 50/50 national/local content split. Duration will be 3 minutes at 1000, 1100, 1200 and 1400, with 5 minutes at 1300 being a 60/40 local/national split.

Music/Speech Ratio 75/25

1430-1900

The Afternoon Drive sequence will retain the entertainment element through until 1600, when the emphasis will shift to after-school/drive programming, including travel information and music features. The "Backing Business" feature will be broadcast at 1748 Mondays, Wednesdays and Fridays, a 2 minute feature planned to highlight the positive business news throughout the area. There will be a look ahead to the weekend's sports at 1804 on Fridays. The music content will remain the same as other day-parts as described in Question 13a.

News

The bulletin at 1500 will be of 3 minutes duration and has a 50/50 balance of local/national news. Bulletins at 1600, 1700 and 1800 will be of 5 minutes duration with a 60/40 local/national split. There will also be national and international headlines at 1738.

Music/Speech Ratio

70/30

1900-2400

The Evening sequence style of presentation will be one of informed humour, reflecting on the days events and music/entertainment news.

News

On the hour from IRN, being 2 minutes in duration.

Music/Speech Ratio

80/20



b. A Typical Saturday

0600-1000

For a large number of people in the DevonAir transmission area, Saturday is a normal working day and has the same morning routine as Monday-Friday. In order to build the 6 day week Breakfast audience, while at the same time capturing a weekday size audience for Saturday, the intention is to run a six day breakfast programme. The programme content will be the same as a typical weekday example, and the music will be as described in Question 13a.

News

In the form of 2 minute bulletins from IRN at 0600 and 0700, with regionally mixed bulletins of 3 minutes duration taken from our sister station Plymouth Sound at 0800 and 0900. These will be made up of 50/50 regional/national content. Sports bulletins of 90 seconds duration will be broadcast after 0800 and 0900 news bulletins.

Music/Speech Ratio 60/40

1000-1400

The Morning sequence will be music driven to format, with speech content concentrating on what's-on information, sports previews and competitions. The music will continue to feature the best from the '60's, '70's and '80's, plus re-currents/currents.

News

Bulletins at 1000, 1100, 1200 and 1300 are regionally produced and broadcast from Plymouth Sound. They will be 3 minutes in duration with a 50/50 regional/national split.

Music/Speech Ratio 80/20

1400-1800

The Afternoon sequence's speech content will be mainly sports reports, results and interviews. Priority coverage will be given to local teams and events, calling on the excellent relationship that has been built up with the local clubs over the last 13 years. The music will continue as described in Question 13a, running approximately six to nine records per hour, dependant on the season and material available.

News

On the hour throughout the programme sequence from IRN's 2 minute bulletins.

Music/Speech Ratio 50/50 to 70/30 depending on season and available material

1800-2200

The Evening Sequence is a dance music programme entitled "Rhythm of the City". The programme will include a club/gig guide, artist news and record information. The music will be a mix of Dance, Disco and Soul, both old and new.

News

From IRN with 2 minute bulletins on the hour.

Music/Speech Ratio 80/20

2200-0200

A music driven programme, with a presentation style similar to weekday evenings, in order to maintain continuity, albeit aware of the Saturday lifestyles of our listeners. Speech content to be reduced, concentrating on competitions and entertainment. The music will return to the DevonAir format, with the best of the 60's, 70's and 80's, to the best of today.

News

IRN 2 minute bulletins on the hour.

Music/Speech Ratio 85/15

c. A Typical Sunday

0200-0800

The programme content will follow that of 2400 to 0600 weekdays, providing the only locally produced broadcast service (TV or radio) in the county, and indeed the South West, with repeat features from other day parts, competitions and phone-ins. The music will continue with the DevonAir format, with the best of the 60's, 70's and 80's, to the best of today.

News IRN, 2 minute bulletins on the hour  
Music/Speech Ratio 80/20

0800-1200

A somewhat gentler approach than the Monday to Saturday 0600-1000 sequence, the later start time reflecting the morning habits of DevonAir's listeners. Personality driven, within the format, the programme will provide audience participation, through the on-air listener line for comment and competitions. There will also be a heavy bias towards leisure, with what's-on information and events news. The music content reflects the station policy as described in Question 13a, but with weekday tempo restrictions lifted to allow a more relaxed selection of '60's, '70's, '80's, recurrent and current familiar songs.

News News will consist of 3 minute bulletins on the hour throughout the sequence, being produced and presented from the Exeter studios and also taken by Plymouth Sound. The balance of regional/national news will be 50/50

Music/Speech Ratio 80/20

1200-1600

This sequence will continue in the style of 0800-1200, maintaining the leisure orientated bias of the day. Also personality driven, the music will provide the continuity of the station music policy, although the speech content will move towards being music orientated in the final 45 minutes in order to lead into the Network Chart.

News Bulletins at 1200 and 1300 will continue the locally produced regional service as described in the previous sequence, with IRN 2 minute bulletins at 1400 and 1500.

Music/Speech Ratio 80/20

1600-1900

The Network Chart

1900-2000

"Cross Rhythms" is a modern Christian music programme, which aims to inspire the spirit and challenge the listener's thinking. The music will be contemporary Christian, and include rock, pop and dance styles. The speech content will have a multi-denominational appeal. The programme will include regular guests and features in a fast moving style, which will complement the station format and follow on from the Network Chart.

News News will be from IRN, with a 2 minute bulletin at 1900.

Music/Speech Ratio 60/40

2000-2400

Consistent with the planned policy of running a six day week breakfast programme, the Sunday evening sequence will be in a similar format to weekday evening programming. The presentation style will be bright and entertaining. The music content will re-establish the station policy of familiar, quality hits from the '60's, '70's, '80's and carefully selected current and re-current material.

News 2 minute bulletins on the hour from IRN.

Music/Speech Ratio 80/20

21. APPEAL OF PROGRAMME SERVICE

- a) To what extent, and in what ways, is the proposed programme service designed to "cater for the tastes and interests of persons living in the area", either general or particular?
- b) If the programme service is designed to appeal especially to particular sections or demographic groups (e.g. certain age-groups) within the population, state which.
- c) To what extent, and in what ways, will the proposed service cater for tastes and interests different from those catered for by other Independent Local Radio services provided within part or all of the licence area, apart from those for which the licence(s) are currently being re-advertised?

a. The programme service is designed to cater for the broadest possible range of tastes and interests of the population within the DevonAir transmission area. To this extent, the music content is designed to have a broad appeal to all age groups, with a core target audience of 25-54 year olds. In terms of the news and information content of the radio station, particularly local news and information, the programme service is designed to appeal and be relevant to all adults. DevonAir's programming service will continue to be based on the current output which has proved so popular in recent BPR, RAJAR and Hallett Arendt research. The recent quantitative study undertaken by Hallett Arendt, and completed toward the end of the RAJAR Wave II 1993 fieldwork period, demonstrated high audience success across all age groups. 4 weekly audience figures being:

All Adults	46%
15-24	48%
25-34	57%
35-44	49%
45-54	51%
55+	32%

In all age groups, the station is unbeaten by other radio services, with only BBC Radio 2 equalling this performance in the 55 plus age group. DevonAir's on-air music library contains songs of positive appeal to all the age groups, and excludes any that would prove negative to any group. Recent BPR research shows a "Preferred Music" rating of 26 across all age groups, with Radio 2 at 19, Radio 1 at 14 and BBC Radio Devon at 13. The DevonAir news service is designed to serve the particularly high interest in local news in the area. The success of the current news output is reflected in the Hallett Arendt research which showed DevonAir achieving a "Listen to most for Local News and Information" rating of 42%, compared with BBC Radio Devon's rating 14%.

DevonAir's programming is designed to have local appeal. This is achieved through the Partnership Groups which generate on-air information; presenters constantly referring to the area; listener line feedback; general interest items; community information; and the comprehensive coverage of local sports events.

In the Hallett Arendt research, DevonAir achieved a "Station for Exeter/Torbay and the surrounding areas" rating of 71%, compared with a rating of 32% for BBC Radio Devon.

The success of the new DevonAir programming is clearly demonstrated in the latest RAJAR Wave II 1993, which shows DevonAir to have Britain's second highest average hours of listening of 14.8, indicating a high degree of listener satisfaction with the programming content.

- b. As stated, DevonAir believes the programme service will continue to have a broad appeal. In practice it will be more popular with the 25-54's, who are the broad target, while remaining attractive to both 15-24's and 55+'s.
- c. DevonAir is the main independent local radio service in the Exeter, Torbay area. Other ILR services overlap but they are insubstantial, with RAJAR indicating a share of less than 0.5%.

22. DIFFERENCES BETWEEN PRESENT AND FUTURE SERVICES

Responses throughout this section of the application (Q.11-21) should have referred to proposals for the new licence period. In what ways, if any, are these proposals substantially different from the programme service currently broadcast by the licensee? Outline the reasons for any such differences from the current service.

It is our intention to continue providing the re-structured full music-based programming service introduced in November 1992.

The new format made substantial changes to the previous music policy, and offered a renewed commitment to local news coverage. Latest consumer research confirmed the demand for, and popularity of, such a service. This has now been further demonstrated in the 32% increase in listening hours shown in the latest RAJAR data.

Any future changes to the programming service will, therefore, be part of a constant development policy (See Question 8). These will be based on the desires and the requirements of the population, which will be monitored through RAJAR, regular music tracking and other consumer research to ensure DevonAir remains alert to listener's needs.

Having established strong foundations, DevonAir has already started building upon its speech programming strands, such as Backing Business, Adult Learners Week and Women's Self Defence etc. DevonAir intends to continue in this direction, reflecting the needs of the varied established Business, Education and Health and Social Services Partnership Groups. DevonAir plans future on-air and off-air activities, as well as aiding the prosperity of the area by encouraging tourists to make the most of local facilities and services.

DevonAir also identified, in its consumer research, that there may be potential for increasing audiences through the inclusion of specialist interest music programmes. In the new licence period DevonAir will explore, in more depth, the specific nature of specialist music tastes and seek research-based confirmation of the extent to which their inclusion would enhance total listening.

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**SECTION III : AUDIENCE AND SUPPORT**

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**23. LISTENERSHIP TO PRESENT SERVICE(S)**

- a) If the applicant proposes to continue, in the new licence period, part or all of the programme service(s) currently provided on either or both wavebands, evidence should be provided of the listenership attracted by the present services(s). If available, JICRAR and/or RAJAR audience research findings should be summarised to show, for each service, the size of the existing audience (i.e. weekly reach); average listening time per week among listeners; the share of all radio listening within the licence area attracted by the applicant's service(s); the demographic profile of the weekly listenership to the present service(s); the relative appeal of competing BBC and Independent radio services within the licence area; and trends over recent years in each of the above.

Analysis of available audience data, or a discussion of contributing factors (e.g. size or character of area surveyed, the nature of radio competition within the licence area), may be included to explain any feature of the above findings which the applicant considers significant.

- b) To what extent does the applicant believe that the potential maximum listenership for its present programme service(s) is already being achieved? Indicate any audience objectives for the new licence period.
- c) If the applicant proposes to alter its existing programme service(s) in the new licence period, outline any way(s) in which audience research findings have influenced this decision.
- d) State whether the applicant company has commissioned, or had access to, any audience research other than JICRAR and/or RAJAR surveys, in assessing the listenership to, or appeal of, its programme service(s). If appropriate, summarise any significant findings of such research. (One copy only of any relevant audience research report may be submitted with the application).

(Include up to three additional pages)

a.  
Historical Analysis

	<u>Spring 1989</u>	<u>Spring 1990</u>	<u>Spring 1991</u>	<u>Spring 1992</u>	<u>RAJAR Oct-Dec 1992</u>	<u>RAJAR Spring 1993</u>
Population (000)	440	500	500	450	451	461
Weekly Reach (000)	172	177	157	156	140	151
Weekly Reach (%)	39%	35%	31%	35%	31%	33%
Total Hrs (000)	2017	1858	1644	1856	1692	2235
Average Hrs	11.7	10.5	10.5	11.9	12.1	14.8
Market Total Hrs	8802	10167	9531	9246	8686	10000
Market Share (%)	22.9%	18.3%	17.2%	20.1%	19.5%	22.3%

## All Stations Market Share Percentage

	<u>Spring 1989</u>	<u>Spring 1990</u>	<u>Spring 1991</u>	<u>Spring 1992</u>	<u>RAJAR Oct-Dec 1992</u>	<u>RAJAR Spring 1993</u>
DevonAir	23%	18%	17%	20%	19%	22%
Radio 1	32%	31%	27%	28%	25%	24%
Radio 2	17%	19%	16%	16%	17%	14%
Radio 3	4%	3%	3%	2%	2%	2%
Radio 4	15%	15%	15%	15%	15%	15%
Radio 5	n/a	n/a	1%	1%	2%	2%
BBC Local/BBC Devon*	7%	12%	15%	15%	15%	16%*
Other ILR	n/a	n/a	1%	0%	0%	n/a
Classic FM	n/a	n/a	n/a	n/a	1%	1%
Atlantic 252	n/a	n/a	n/a	n/a	2%	1%
Other (inc Lux where relevant)	2%	3%	5%	3%	2%	n/a

## All Stations Weekly Reach Percentage

	<u>Spring 1989</u>	<u>Spring 1990</u>	<u>Spring 1991</u>	<u>Spring 1992</u>	<u>RAJAR Oct-Dec 1992</u>	<u>RAJAR Spring 1993</u>
DevonAir	39%	35%	31%	35%	31%	33%
Radio 1	43%	44%	41%	44%	38%	38%
Radio 2	30%	34%	28%	24%	28%	23%
Radio 3	10%	10%	9%	8%	9%	8%
Radio 4	29%	29%	29%	26%	25%	26%
Radio 5	n/a	n/a	7%	9%	8%	9%
BBC Local/BBC Devon*	20%	21%	24%	23%	27%	28%*
Other ILR	n/a	n/a	2%	0%	0%	n/a
Classic FM	n/a	n/a	n/a	n/a	4%	7%
Atlantic 252	n/a	n/a	n/a	n/a	6%	4%
Other (excluding Lux)	6%	10%	13%	13%	11%	n/a

	Spring 1989	Spring 1990	Spring 1991	Spring 1992	RAJAR Oct-Dec 1992	RAJAR Spring 1993
All Adults	100%	100%	100%	100%	100%	100%
Men	44%	51%	50%	43%	48%	48%
15-24	17%	36%	33%	29%	11%	9%
25-34					9%	10%
35-54					15%	19%
55+					13%	9%
Women	56%	50%	50%	57%	51%	52%
15-24	14%	13%	15%	21%	11%	13%
25-34					8%	9%
35-54					16%	17%
55+					16%	13%
Housewives	54%	44%	45%	49%	46%	47%
Housewives + Children	15%	16%	17%	17%	14%	18%
ABC1	45%	45%	48%	44%	36%	37%
C2DE	55%	55%	52%	56%	63%	63%

The tables above summarise the data requested in relation to Q23a. DevonAir would like to draw to the Authority's attention revisions made on the TSA claimed, effectively reducing the population served in the Spring of 1991 of 500,000 to 450,000/451,000/461,000 as demonstrated from Spring 1992 onwards, this being a c.10% decrease. Attention should also be drawn to the fact that the new programme format was launched during the RAJAR Oct-Dec period 1992, thus not fully evaluating its impact. The collective impact of Longwave Radio Atlantic 252 and Classic FM are only just being reflected in the figures, with the latter impacting more fully after completion of its transmitter network in the DevonAir area. The impact of Virgin 1215 will not be fully realised for DevonAir until the audience figures for Autumn 1993 are available (Virgin was only on-air for 7 weeks of the Spring 1993 research period).

b. Despite significant improvements in audience levels, DevonAir does not believe that the potential listenership for its present programme service is being achieved. The chart below indicates the pattern of audience growth which is expected over the first three years of the new licence period. These figures reflect consolidation in programming and as a result of renewed financial security, a commitment to marketing which will enhance listener loyalty.

Audience Projections For New Licence Period

	1993/94	1994/95	1995/96	1996/97
Reach	35%	36%	37%	37%
Average Hrs	14.0	14.0	14.0	13.7
Total Hrs (000)	2259	2323	2388	2337

c. Not applicable.

d. DevonAir commissioned Hallett Arendt to undertake an independent consumer research study designed to evaluate consumers image and attitudes toward DevonAir. The main findings are set out overleaf.



Summary of Consumer Research Findings:

- \* DevonAir rated highest as station "ever listen to", 57% v Radio 1, 48%.
- \* Slightly more adults have listened to DevonAir in the last 4 weeks than any other service, 46% v Radio 1, 43%.
- \* 4 weekly reach shows DevonAir's strengths are in all age groups but in particular with those aged 25-54.
- \* The average number of radio stations listened to per week increases with age up to the 45-54 group. 55+'s perform somewhere between the 25-34 and 35-44 group.
- \* DevonAir is the station listened to most for local news and information, 42% compared with 14% for BBC Radio Devon.
- \* DevonAir is the favourite music station of the 35-54 year olds and is second only to Radio 1 for under 35's.
- \* DevonAir, when compared with other radio stations in its marketplace performed well. It scored highest overall for giving the local news and information people wanted to hear, being "a station for Exeter and Torbay" and for "good for travel and traffic information".
- \* Local news, weather reports and national news are the most highly rated types of news and information. Regular listeners to DevonAir demonstrated a higher interest in almost all news and information types, especially local news.
- \* Among all radio listeners there are high levels of satisfaction with the types and amount of news and information, 44% in total said they would like more but where no one individual type was mentioned by more than 7% of the population, and that was for comedy.
- \* DevonAir listeners who already had demonstrated an above average interest in local news showed only 8% wanting more. Competitions, comedy, phone-ins and sports news were each mentioned by 6% of DevonAir listeners.
- \* DevonAir performed well as a key source of weather, travel, school news, as well as a source for information on local emergency situations.
- \* Almost 60% of those who claimed to have DevonAir in their radio listening repertoire had listened for more than 5 years. In total 72% had been listeners for over 3 years.
- \* Reactions to programming ideas produced divided opinions. The inclusion of more local news and specialist music programmes may please some segments of the audience.
- \* 15% of the population listen on AM, a high 11% claiming to always listen on AM and 4% occasionally. Of the 17% saying that they don't know, logically one might assume this to contain a high proportion of AM or part AM listening. 80% of weekly DevonAir listeners always listen on FM suggesting 20% sometimes listen to AM, of these 8% always listen on AM.

24. RESPONSE TO PRESENT SERVICE(S)

Other than through formal audience research, describe any other means whereby attempts have been made to ascertain the extent to which the requirement to "cater for the tastes and interests of persons living in the area" has been met by the present programme service(s); e.g. detail any listener advisory mechanisms, or methods of obtaining and assessing spontaneous feedback from the public.

In addition to formal quantitative RAJAR research, DevonAir has used, and will continue to use, attitudinal studies to enable it to satisfy, where practicable, listener aspirations.

DevonAir has funded press advertising in major local papers to invite listener response and suggestions. It also promotes a 24 hour Listener Line which draws a very healthy response.

DevonAir has commissioned RMA Broadcast Consultants to set up and independently moderate two listener panels, similar in purpose to the model of the former IBA Local Advisory Committees. They will operate in Exeter/East Devon, and in Torbay.

The wide local involvement of DevonAir's Board provides regular and frequent opportunities to receive and feed back, to station management, the comments of listeners and non-listeners alike.

DevonAir's Partnership Groups meet three to four times annually and provide a valuable reflection of needs from parts of the community that might not otherwise be heard by the station.

The station is involved in a very large number of outside broadcasts, events and roadshows. These provide wide contact with the public, who rarely miss the opportunity to discuss their likes, dislikes, and suggestions for how the station can continue to improve its service.

25. LOCAL SUPPORT FOR THE APPLICANT

List any local organisations, prominent individuals (including elected representatives), etc. who have offered their support to this licence re-application. (One photocopy only of each letter of support which the applicant considers significant may be submitted with the application). Describe any practical involvement or assistance from local organisations, etc., which has contributed substantially to the programme service(s) or other aspects of the station's operation, and indicate whether this is expected to continue in the new licence period.

DevonAir has received support for its application from:

Lord O'Hagan MEP  
Emma Nicholson MP  
Mrs Angela Browning MP  
Sir John Hannam MP  
Patrick Nicholls MP  
Anthony Steen MP

In addition the following Local Authorities have either written direct to the Radio Authority or to DevonAir.

Devon County Council  
Exeter City Council  
Mid Devon District Council  
East Devon District Council  
Teignbridge District Council  
Torbay Borough Council  
South Hams District Council

Business organisations and charitable bodies are amongst those who have expressed their support. A representative sample of letters demonstrates the breadth of support for the station. DevonAir has received many additional testimonials from advertising clients whose business is vital to the continuation of all of the station's activities. These letters will be made available to the Authority on request.

DevonAir has maintained close contact with a wide variety of organisations since the start of broadcasting in 1980. It anticipates building on these contacts in the years to come, encouraging on-air contributions, to reflect the diverse cross section of activities that take place in the region.

DevonAir is in daily contact with all the emergency services, who provide invaluable help and information both for news and programming purposes. Regular travel bulletins, so important in the South West, are provided by AA Roadwatch, with further detailed information provided by British Rail, the regional airports, and the Plymouth weather centre.

DevonAir intends to continue with the full utilisation of information provided by these sources, developing its service to listeners by broadcasting as much useful, accurate, and up to date information as is possible.

In December 1992, when serious storms hit Devon, the station was able to open a listener line, offering detailed and vital information. This would not have been possible without the extensive contacts developed with local and regional organisations.

The DevonAir Wheels Appeal benefits from volunteer input every year, often over subscribed with offers of help. In recent years, this has come from organisations as diverse as the Sea Cadets and Accountancy firm KPMG.

All year round, volunteer and charitable groups support the DevonAir charity by choosing to donate all or part of the funds raised in their own local events to the stations appeal. Exeter Enterprises, at Exeter University, provided help in setting up the DevonAir Business Partnership Group. This is one of a series of groups (see Q26) which has developed into a valuable information exchange for its members.

Exeter City Council, organisers of the recent Exeter Festival, co-produced and co-presented twice daily bulletins on the festival throughout the fortnight. It is intended that this will be developed in future years.

Local sports clubs and organisations have a close working relationship with DevonAir, amongst them the two local football league clubs, several local rugby clubs, the Falcons speedway team, and many more.

In summary, DevonAir intends to develop its close links with the wide variety of community organisations existing in the area. DevonAir is committed to furthering and fostering relationships with as many local groups as possible as part of its programming policy which is committed to service for the community.

Permission has been obtained from the Authority for this additional page.

26. LOCAL INVOLVEMENT BY THE APPLICANT

Describe any activities undertaken by the applicant to generate local interest and involvement in its service(s), or to contribute to community life within its licence area (e.g. promotion of events, charity fund-raising, off-air advice services, etc.), as appropriate to the nature of its service(s).

DevonAir is proud of its long-standing involvement with the community. The DevonAir Wheels Appeal has raised more than £250,000 for transport related projects involving needy groups and organizations throughout the broadcast area. To date the appeal has funded 15 specialised mini-buses.

Numerous groups have received financial help to allow completion of specific projects. DevonAir also supports national charitable activities such as the current Prince Edward "Summer Challenge". In the course of every year, a large number of local event organisers request and receive visits from our Roadshow and Outside Broadcast vehicles. These include the Devon County Show, the Totnes Raft Race, the Honiton Agricultural Show and many others. Each year, DevonAir presents the Devon Motor Show, the largest event of its kind in the South West. This September will see DevonAir presenting a Business and Industry Exhibition, an event which has been warmly welcomed in local business circles. The station has actively promoted many local live music concerts over the years, and works on an on-going basis with Devon's newest major venue, Westpoint, to bring top-line international acts like Barry Manilow, Chris de Burgh, and Torvill and Dean, to the West Country.

The "Backing Business" feature, broadcast three times a week, is the result of a bi-media promotion involving the Express and Echo, a local evening paper. Its introduction was a direct result of the stations determination to play a leading role in the development of business regeneration ideas within Devon as the economy emerges from recession. The launch of a series of partnership initiatives, aimed at bringing the various sectors of business, education, and health and social services, into a structured forum with DevonAir has created additional networking opportunities. In turn the groups are generating a stream of ideas and information of great value in the formulation of programme strands. The DevonAir Business Partnership was instrumental in creating the "Backing Business" feature. The Education Partnership recently gave advice and encouragement in the preparation of our Adult Learners Week series.

The Health and Social Services Partnership held its inaugural meeting in July and the station has already received interesting ideas from members of the group.

The "What's On" information service runs to the very heart of the community. Accessible to every listener, the information is talked about by presenters, rather than read in the form of a list. Feedback suggests this approach is appreciated by listeners and event organisers alike.

Whilst DevonAir has been pro-active in serving and involving the community since it started broadcasting it does not intend to rest on its laurels: a range of projects developing from the initiatives mentioned above will ensure a central role for the station in the county in the years ahead.

A list of Partnership Group members is appended to this document.

SECTION IV : FINANCE

27. SUMMARY OF BUSINESS PLAN

Summarise the main assumptions underpinning the applicant's business plan for the new licence period - e.g. trends in audience share and advertising revenue (and the relationship between them), taking into account expected radio developments and competition from other media; radio marketing policies; radio ownership patterns, and the applicant company's own business development strategy; etc.

IMPORTANT NOTE: If application is being made for licences on both AM and FM wavebands, the business plan should be based on the assumption that both will be successful. However, the applicant should show, at Q.40a of the application, the anticipated effects upon its business plan and financial forecasts if awarded only the AM or the FM licence, assuming that another applicant were to be awarded the other licence.

DevonAir's Business Plan is based on 4 key principles:

1. To provide the most entertaining and locally informed radio service and, by increasing listener satisfaction to become, and then maintain the position of the No 1 station in the area.
2. To provide a satisfying and rewarding environment for DevonAir's staff, encouraging their talents to be fully developed.
3. To budget the company to cover all operating costs on local income alone.
4. To provide a satisfactory return on investment for the Company's Shareholders.

DevonAir's Business Development strategy has been constructed against the background of known local economic factors.

The South West has seen significant cut backs in defence related industry and services. Agriculture continues to be affected by European restructuring. Tourism has experienced severe setbacks as a result of the UK economic recession. Male unemployment has reached 18% in the Torbay travel to work area. This area has now been granted Assisted Area Status by the Government and is evidence of the challenges that continue to confront the local business community.

DevonAir's national income has fallen every year since 1988/89. As a share of total income DevonAir expects this trend to continue. However the station plans greater investment in support of its national sales drive to arrest the continuing erosion of this revenue. DevonAir will continue to support and finance the Radio Advertising Bureau.

Increasing competition for audience has, since DevonAir's launch, seen BBC Radio Devon, BBC Radio 5, Long Wave Atlantic 252, Virgin 1215 and Classic FM arrive. The latter will have an increasing effect from this autumn when its transmitter network is completed in the DevonAir area.

(Include one additional page, if necessary)

It may be difficult to maintain DevonAir's exceptionally high level of average hours of listening. The station is however aware, from quantitative research, that DevonAir's programming has not yet reached its full potential listenership. Research, completed towards the end of the second quarter RAJAR fieldwork period 1993, has indicated that the trend is in the upward direction. It is expected that DevonAir will increase its audience in the first three years of the new licence period.

The shared management between DevonAir and its sister station Plymouth Sound, has and will continue to ensure that this maximisation of resources will contribute greatly toward the security of the programming promise.

DevonAir will be reactive to advertiser requirements by the flexible use of its transmitter network. It will continue to monitor local advertiser needs in order to maximise local revenue income. To meet this goal, DevonAir is actively working to raise the profile of radio as an advertising medium amongst key decision makers in the South West. This will be to the benefit of all licensees in the region.

The company plans, subject to satisfactory conditions prevailing and the approval of shareholders, to move premises prior to the commencement of the new licence period. DevonAir intends to invest in new studio equipment producing a higher quality of service.

A principal assumption of DevonAir's strategy is, for the time being, the continuation of simulcast broadcasting. However as indicated in the answer to Q8 the medium term aim of the Board is to effect the transfer to split frequency broadcasting, which, introduced in the right circumstances and properly marketed, can strengthen DevonAir's competitiveness against other radio services, existing and planned, while continuing to widen listener choice in accordance with the requirements of the Broadcasting Act.

The Board believes that four main criteria should be met before embarking on this ambitious next stage of the station development:

1. Renewed economic growth is evidenced and clearly sustained
2. Plymouth Sound has successfully retained both its AM and FM licences
3. Through combined activity of the two stations, DevonAir's parent company, West Country Broadcasting has accumulated a profit and loss reserve of £250,000
4. Research confirms that clear evidence exists of a viable, unserved market gap

DevonAir will however, in conjunction with NTL, seek to provide an economic solution to maintaining quality FM reception to the population of the whole licence area.

28. FINANCIAL STATEMENTS AND FORECASTS

IMPORTANT NOTES:

- 1) For all parts of Q.28, the applicant should provide historic data in respect of the last full year for which published accounts are available, and forecasts from the end of that year up to the start of the new licence period, and for the first three years of the new licence period.
- 2) In addition, if the licensee is part of a larger ILR operating group, historic data for the parent group should be provided for the last full year for which published accounts are available. However, no forecasts are required in respect of the parent group.
- 3) These statements and forecasts may be presented either as part of the main application document, or on separate schedules as an appendix to it; whichever approach is preferred, twenty copies should be submitted.
- 4) Appropriate details of all assumptions used in the preparation of forecasts should also be provided.
- 5) Historic data should be shown at current prices; all forecasts should be based on constant prices at the date of application.

a) CASH FLOW STATEMENTS AND FORECASTS

Provide cash flow forecasts, laid out according to the categories given below. Figures should be provided for each quarter, and for the year in total, for the whole of the period specified above.

INCOME

Capital  
Gross advertising revenue  
    Less agency commission and discounts  
Net advertising revenue  
Sponsorship and co-funding  
Other (specify)  
TOTAL INCOME

EXPENDITURE

Capital expenditure  
HP/leasing  
General and administration:  
    Licence fees  
    Staff  
    Premises  
    Legal and professional  
    Establishment/overheads



Engineering:  
Transmitter operating costs  
Other (specify)

Programming:  
Copyright fees  
Music library  
Acquired programming  
News service  
Other (specify)

Marketing/promotion  
Audience research  
Other costs (specify)

TOTAL EXPENDITURE

VAT adjustment  
Interest payable  
Interest receivable  
Taxation  
Dividends  
Other outflows (specify)

NET INFLOWS/OUTFLOWS

Balance B/F

Balance C/F

Lowest cash position in quarter

See Financial Appendix. West Country Broadcasting Ltd is a holding company and does not trade in its own right. Statutory accounts to 30/9/92 have been previously sent to the Radio Authority. No further information is appropriate.

b. PROFIT AND LOSS ACCOUNTS

Provide summarised statements and forecasts of profit and loss accounts, using the headings below.

Advertising revenue  
Income from other sources  
Staff costs  
Depreciation  
Other operating charges  
Operating profit/(loss)  
Net interest receivable/(charged)  
Profit/(loss) on ordinary activities before tax  
Taxation  
Retained profit/(loss)  
Retained profit/(loss) brought forward  
Retained profit/(loss) carried forward

See Financial Appendix

Other headings may be inserted where applicable.

(cont. overleaf)

c. BALANCE SHEETS

Provide summarised statements and forecasts of balance sheets, using the headings below.

- Fixed assets:
  - Tangible assets
- Current assets:
  - Debtors
  - Cash at bank and in hand
- Creditors: amounts falling due within one year
- Net current assets/(liabilities)
- Creditors: amounts falling due after one year (showing long-term debt separately)
- Total assets less total liabilities
- Represented by:
  - Called up share capital
  - Profit and loss account
  - Other reserves

Other headings may be inserted where applicable.

Applicant should also show details of any off-balance sheet financing arrangements and any contingent assets or liabilities.

**See Financial Appendix**

29. FIXED ASSETS

Provide a summary of tangible assets, as at the start of the new licence period, categorised under the headings of fixtures and fittings, studio equipment, transmitter equipment, vehicles and other assets. Show the level of assets financed by leasing (or similar) arrangements within each category, and indicate any assets brought in at nil cost.

At 1 January 1995

	<u>£</u>	<u>% Financed</u>
Fixtures and Fittings	nil	n/a
Studio Equipment	336,090	(53% Leased)
Transmitter Equipment	65,175	n/a
Vehicles	90,125	(100% Leased)
Other Assets:		
Exeter Land & Buildings (new)	245,848	(75% mortgage
Torquay Leasehold Property	35,306	finance)
	-----	
	772,544	
	-----	

(For this and subsequent questions on finance, include additional pages as necessary)

NOTE TO APPLICANTS: Among the following questions, complete only those which are appropriate to applicant's chosen method(s) of funding; if not applicable, mark 'N/A'.

30. SHARE CAPITAL

Details of existing share capital:

	<u>Number</u>	<u>Par Value</u>	<u>Issue Price</u> <u>(if</u> <u>different)</u>
Voting:	3,126,150	10p	n/a
Not voting:	n/a		
Preference:	n/a		
Other (specify):	n/a		

Please refer to Q33

31. LOAN STOCK

Details of any loan stock issued, stating the amount, coupon and redemption/conversion terms.

Not applicable

32. INVESTORS

Set out details of existing shareholders (excluding any nominal membership shares) and holders of loan stock in excess of 3%, distinguishing clearly between these categories, and also showing beneficial owner(s) if not the same. (Further pages may be added, or the layout altered, if necessary).

<u>Name of</u> <u>Investor</u>	<u>Address</u>	<u>Investment</u> <u>£</u>	<u>% of Total</u> <u>Capital</u>
West Country Broadcasting	35-37 St David's Hill EXETER	312,615	100%
In turn, West Country Broadcasting Ltd is owned by:			
GWR Group plc	Lime Kiln Studios Wootton Bassett Swindon WILTS	150,050	50%
Capital Radio plc	Euston Tower Euston Road LONDON NW1 3DR	150,050	50%

33. METHOD(S) OF RAISING ANY NEW CAPITAL

Describe briefly the method(s) by which any new share capital and loan stock is to be raised (e.g. what resolutions (if any) may be required, whether a prospectus will be issued and the timescale involved), and state intended amounts. If this results in a material change to the answer provided in question 32, please indicate share capital and loan stock interests following the completion of these funding arrangements. Give details of any proposal to have share capital publicly quoted, if not already.

DevonAir plans to issue 2,438,910 10p shares in August 1993. The shares will be wholly subscribed for by West Country Broadcasting Ltd, and the company will use the proceeds, together with £40,000, to repay the intra-company indebtedness due to GWR Group plc and Capital Radio plc.

34. OTHER LOANS

If appropriate, give details of lender, interest rate and repayment terms.

Not applicable

35. BANK FACILITIES

Provide details of bank facilities or other credit arrangements which exist or are planned, including evidence of confirmation from the lender(s), of:

- i) Terms of borrowing (repayments, covenants, etc.);
- ii) Securities given and/or charges against the company;
- iii) Lenders and any guarantees provided.

DevonAir participates in the WCB Group banking facilities established with the Corporate Centre of the National Westminster Bank Plc, Exeter. In addition to normal banking services, the Group has arranged an overdraft facility of £75,000 which is secured by debenture on the trade debtors of Plymouth Sound and DevonAir; additionally supported by cross-guarantees between the two companies. Please refer to the letter of support.

# National Westminster Bank

Exeter Business Centre  
Corporate Banking Group  
3rd Floor  
246 High Street  
Exeter EX4 3PD

Telephone (0392) 412208

Your ref:

Our ref:

CO2/T,1

Date:

3 August 1993

Facsimile (0392) 412722

TO WHOM IT MAY CONCERN

## West Country Broadcasting Ltd

I write at the request of the above Company in connection with the application for renewal of the Licence by the subsidiary Company DevonAir Radio Ltd.

As bankers to the Company, National Westminster Bank PLC has noted the significant improvement in its reported trading results over the last eighteen months and is presently extending overdraft facilities to the group of companies to support fully their demonstrated needs.

This information is for your private use only and is given in confidence on the express understanding that neither the Bank nor any of its officials is to be held responsible.



For and on behalf of NATIONAL WESTMINSTER BANK PLC.

36. GRANTS AND DONATIONS, ETC.

If it is planned to use alternative or additional sources of funding for capital expenditure (i.e. other than share capital or loan stock), list these below. Mention any preconditions regarding the purpose or use to which these may be put. (Note: Applicants' attention is drawn to guidelines on funding by public bodies).

<u>Source of funds</u> (give name and address)	<u>Type of funding</u> agency (e.g. charitable trust)	<u>Amount</u> £	<u>% of total funding</u>
---	--	--------------------	---------------------------

Not applicable

**NOTE TO APPLICANTS:** Written confirmation of agreement in principle should wherever possible be submitted from proposed sources (as listed above) of more than 3% of the applicant's total financing.

37. OTHER INTERESTS

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

- a) Advertising agencies;
- b) Non-EC interests;
- c) Newspapers (including holdings in a group having substantial control over one or more newspapers);
- d) Other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities);
- e) Bodies whose objects are wholly or mainly of a religious nature;
- f) Bodies whose objects are wholly or mainly of a political nature;
- g) Local authorities;
- h) Other publicly-funded bodies.

a. None

b. None

c. None

d. Capital Radio

Capital Group Studios Ltd	100%
Capital Radio Investments Ltd	100%
Midlands Radio Plc	100%
Media Sales and Marketing	100%
Metro Radio Group	19%
Essex Radio Plc	30%
First Oxfordshire Radio Co Ltd	25%
Independent Radio News Ltd	40%
Satellite Media Services Ltd	40%
The Unique Broadcasting Co Ltd	24%
MAC TV Ltd	50%
Radio Advertising Bureau	62%
Chiltern Radio Plc	20%
Radio Wyvern Plc	35%
GWR Group Plc	4%
Radio Clyde Plc	3%

(Include one additional page, if necessary)

GWR Investments

Wiltshire Radio Plc	
GWR (West) Ltd	100%
Consolidated Radio Holdings Plc	100%
Thames Valley Broadcasting Plc	100%
Two Counties Radio Ltd	100%
Isle of Wight Radio (Holdings) Plc	100%
Isle of Wight Radio Ltd	100%
West Country Broadcasting Ltd	100%
Spire FM Ltd	50%
Independent Radio News Ltd	40%
Classic FM Plc	1%
Minster Sound Radio Plc	17%
	15%

DevonAir Radio Ltd

Independent Radio News Less than 1%

- e. None
- f. None
- g. None
- h. None

...and year of the new licence period  
 ...experienced specific growth in local airtime sales  
 ...September 1991. This follows the  
 ...and the implementation of a  
 ...which has declined in size  
 ...will handle all local airtime

...will continue to invest in sales support initiatives  
 ...to computerized campaign  
 ...flexibility by access to combinations of  
 ...area. Total  
 ...network  
 ...opportunity for  
 ...the South West region  
 ...between 1990-1992.  
 ...a "grid" network,  
 ...

...will invest in the sales team through planned  
 ...

...is committed to raising creative standards by  
 ...

...will be assessed by gradual increased branding  
 ...

National Income

...is expected to fall from a gross 12% to 11%  
 ...of total airtime sales by the end of 1997

...advertising Association forecasts for  
 ...the increasing competition from national  
 ...little prospect for improvement  
 ...

...with neighboring stations, to launch a  
 ...for national airtime  
 ...

...will continue to work in partnership with a  
 ...and  
 ...

...has fallen every year since 1988/89. DevonAir  
 ...support behind the  
 ...

(include one additional page, if necessary)

38. ADVERTISING REVENUE

Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first three years of the new licence period, including the anticipated split between local and national revenue. Detail the arrangements proposed for the sale of advertising airtime, and how annual revenue from advertising has been calculated. In particular, detail the population coverage assumed, audience reach and average weekly listening hours for each year, percentage of airtime sold, ratecard tariffs, etc. If advice has been obtained from sales agencies, consultants, etc., please state source(s). Enclose a copy of the current advertising ratecard, and indicate (in confidence, if necessary) any substantial alterations envisaged by the start of the new licence period.

Local Revenue

- \* This is expected to rise from 84% of total gross revenue to 87% by the 3rd year of the new licence period
- \* DevonAir has experienced dynamic growth in local airtime sales in the financial year to September 1993. This follows the station's programming re-launch and the implementation of a new sales philosophy.
- \* DevonAir's direct sales force, which has doubled in size during the last year, will handle all local airtime sales
- \* DevonAir will continue to invest in sales support initiatives ranging from client seminars to computerised campaign scheduling.
- \* Clients are offered flexibility by access to combinations of market areas; Torbay area, Exeter/East Devon area, Total DevonAir network or the West Country Broadcasting network
- \* New regional initiatives mean a "one-stop" opportunity for clients to plan and buy all stations in the South West region
- \* DevonAir aims to fully sell its inventory between 0600-2400. This will be achieved by operating a "grid" ratecard, encouraging long-term client commitment
- \* DevonAir will invest in its sales team through planned training programmes
- \* DevonAir is committed to raising creative standards by investment in its dedicated commercial production team
- \* Having increased DevonAir's client base dramatically, future revenue growth will be secured by gradual ratecard hardening and yield management

National Revenue

- \* National income is expected to fall from a gross 16%, to 13% of total airtime sales by the end of 1997
- \* Despite encouraging Advertising Association forecasts for radio revenue growth, the increasing competition from national and regional stations offers little prospect for improvement in national income
- \* DevonAir has agreed with neighbouring stations, to launch a South West regional radio sales package for national clients and their advertising agencies
- \* DevonAir will continue to work in partnership with a recognized national sales agency, currently Media Sales and Marketing
- \* National income has fallen every year since 1988/89. DevonAir expects to substantially increase marketing support behind its sales agency's efforts in order to prevent further decline.

(include one additional page, if necessary)



Financial Year (Oct-  
Sept)

	<u>Y/E</u> <u>31/12/95</u>	<u>Y/E</u> <u>31/12/96</u>	<u>Y/E</u> <u>31/12/97</u>
Population '000's	461	461	461
Weekly Reach %	36	37	37
Average Hrs	14.0	14.0	13.7
Total Hrs '000's	2323	2387	2336
Av Min Sold 0600-2400 (10 mins Max)	8	8	8
Total 30secs Sold PA	104,832	104,832	104,832
<u>Local Revenue</u>			
30secs Sold PA Locally	90,155	90,155	90,155
Av Local Spot Rate	£12.00	£12.44	£12.87
Local Gross Revenue	1,082,989	1,121,620	1,160,400
Local Net Revenue	1,053,377	1,089,697	1,126,156
<u>National Revenue</u>			
30secs Sold PA Nationally	14,677	13,629	13,629
Gross National Rev	171,000	171,000	171,000
Net National Rev (excl Sales House Commission)	123,250	123,250	123,250
Total Net Revenue	<u>1,176,627</u>	<u>1,212,947</u>	<u>1,249,406</u>
‡ Revenue - Local	86	87	87
‡ Revenue - National	14	13	13

**STANDARD RATES** are shown for 30 second spots and **RATIOS** are used for other time lengths. Spots longer than 60" are charged pro-rata to the 60" rate.

### VOLUME DISCOUNTS

are based on an advertiser's total expenditure across a 52 week booking period, after deduction of all other discounts.

Rates are effective from 5th October 1992.

TIME SEGMENT	MONDAY-FRIDAY	SATURDAY	SUNDAY
P1	0600-1100	0700-1200	0700-1300
P2	1100-1900	1200-1900	1300-1900
A	1900-2400	1900-2400	1900-2400
C	2400-0600	2400-0700	2400-0700

### RATIOS FOR DIFFERENT COMMERCIAL LENGTHS

	60"	50"	40"	30"	20"	10"
RATIO	180	165	130	100	80	50

**FREQUENCY PACKAGES** enable advertisers to target a weekly level of average frequency (OTH) against All Adults. This method of buying enables advertisers to purchase airtime in multiples of single ratings to target audiences against a particular average frequency (OTH). The example table below shows the number of ratings required to achieve each frequency level by station for All Adults. The associated cost for individual weekly frequency levels can be calculated using the following formula:  $\text{Planning Cost Per Thousand}$ , as well as other frequency levels and demographics are available on request.

$$\text{UNIVERSE} \times \frac{\text{RATINGS}}{100} < \text{CPT} \times \text{No. OF WEEKS} = 30^* \text{ COST}$$

eg. 4 OTH for 4 weeks on Red Dragon at 11.50 Adults CPT

$$840 \times \frac{126}{100} = \text{£}1.50 \times 4 = \text{£}6.350$$

	STANDARD RATES				30 SECOND RATES (E)				VOLUME DISCOUNT LEVELS (E)							
	P1	P2	A	C	RUN OF P/P2	RUN OF P2/A	SUPPLEMENTARY VALUE ADDED SPOTS	1	2	3	4	5%	10%	15%	20%	
THE REGION (gross)	954	304	111	22	191	61	48,000	96,000	144,000	192,000						
Children Network West	150	50	16	4	30	10	8,000	16,000	24,000	32,000						
Drishid M/Centers	115	38	12	3	23	8	6,000	12,000	18,000	24,000						
Prize FM	94	29	11	1	19	6	5,000	10,000	15,000	20,000						
Red Dragon	230	90	30	6	46	10	12,000	24,000	36,000	48,000						
Serious Sound	155	40	18	4	31	8	7,000	14,000	21,000	28,000						
Westcountry Broadcasting	210	55	24	4	42	11	10,000	20,000	30,000	40,000						

\*Tuesday/Thursday Spot

	No. of Ratings				FREQUENCY PACKAGES			
	3 OTH	4 OTH	5 OTH	6 OTH	3 OTH	4 OTH	5 OTH	6 OTH
THE REGION (gross)	72	106	140	175	4,210			
Children Network West	51	76	100	125	1,090			
Drishid M/Centers	66	91	119	162	600			
Prize FM	75	110	146	182	400			
Red Dragon	85	126	166	208	840			
Serious Sound	84	123	163	203	520			
Westcountry Broadcasting	82	120	159	199	760			

\*Tuesday/Thursday Spot

**THE  
NEW**



**DevonAir**  
666/954 AM 97/96-4/103 FM

**DON'T FORGET -  
ONLY TWO THINGS COUNT IN  
ADVERTISING TODAY -  
WHAT YOU SAY  
TIMES HOW MANY  
TIMES YOU SAY IT!**

**Unbeatable prices!**

**AIRTIME PACKAGE PRICES**

30 second spot costs on BOTH DevonAir & Plymouth Sound

Cost of saying  
it 1000 times!

PACKAGE	GRID 1	GRID 2	GRID 3	GRID 4	(C.P.T Cost/Thousand)
<b>DAWN TILL MIDNIGHT</b> 0600-2400 HRS 28 Spots/week +	£21-00	£26-00	£31-00	£42-00	£1-08
<b>DAYTIME</b> 0600-1800 HRS 28 Spots/week +	£28-00	£35-00	£42-00	£56-00	£1-05
<b>WEEKEND</b> 0600-2400 HRS 14 Spots/week +	£15-00	£19-00	£23-00	£30-00	£0-90
<b>EVENING</b> 1800-0100 HRS 21 Spots/week +	£5-00	£6-00	£7-00	£10-00	£0-50
<b>NIGHTIME</b> 2400-0600 HRS 28 Spots/week +	£2-00	£3-00	£4-00	£5-00	

**For Plymouth  
Sound only -  
Take 60% Off  
These prices.**

**For DevonAir  
only -  
Take 40% Off  
These prices.**

The grid price you pay is subject to availability of commercial airtime.  
In any spot, in any package, in any ad for only a 50% loading.

Pay the bill for your next month's campaign before it starts -  
**GET 15% MORE AIRTIME!**

Other spot lengths available:

15 secs. - take off 50%    40 secs. + add on 30%  
30 secs. - take off 20%    50 secs. + add on 65%  
60 secs. + add on 80%

All prices exclude V.A.T.

Cancellation: 28 days - in writing nothing less.

Full terms and conditions available on request.

All packages and prices subject to availability.

**EVEN MORE AIRTIME PACKAGES.  
TO MEET THE NEEDS OF EVERY BUSINESS!**

Both DevonAir and Plymouth Sound are always able to offer a further wide range of airtime packages to meet the needs of every business. Whatever target group you need to reach, how ever many times, call sales now on -

**DEVONAIR - 0392 430703  
PLYMOUTH SOUND - 0752 227272**

and find out more about how an airtime package can be put together to meet your needs and your budget.

39. REVENUE FROM SPONSORSHIP, CO-FUNDING OR OTHER SOURCES  
 Provide forecasts of net income (showing gross income, less deductions for commission, etc.), and basis on which it has been calculated, from sources other than the sale of advertising airtime, for each of the first three years of the new licence period.

	<u>Yr End</u> <u>31/12/95</u>	<u>Yr End</u> <u>31/12/96</u>	<u>Yr End</u> <u>31/12/97</u>
<b>OTHER INCOME:</b>			
Sponsorship - Gross	£60450	£62850	£65250
Less Direct Costs	£0	£0	£0
Commercial Production - Gross	£105000	£105000	£105000
Less Direct Costs	£36000	£36000	£36000
Promotions - Gross	£134000	£134000	£134000
Less Direct Costs	<u>£55656</u>	<u>£55656</u>	<u>£55656</u>
<b>TOTAL OTHER INCOME</b>	<u>£207794</u>	<u>£210194</u>	<u>£212594</u>
<u>Sponsorship Income</u>			

This revenue stream is almost exclusively derived from local clients, with expenditure being committed from the same source of funds that cover airtime "spot" advertising. A substantial uplift in income to the end of 1994 is anticipated, based on a refocussing of sales team effort, but thereafter forecast modest growth through yield management at approximately 4% per annum.

Commercial Production

The creative department's success is in very large part directly linked to the success of local sales efforts. Equally, however, the company's commitment to raising creative standards has been an important part of that local sales success. DevonAir anticipate that commercial production revenue will remain constant during the first 3 years of the new licence period. This is because client volumes will have already been developed fully; but our plan is to launch a centralised commercial production unit at our Torquay studios. Further revenue and profit growth will then be developed from "out of house" work.

Promotions

Much of DevonAir's promotional income is derived by direct contact with national and regional clients, rather than just local clients. DevonAir's promotions events are handled as part of West Country Broadcasting's integrated department. The company has a well-deserved reputation for a very pro-active approach to this area of activity, which enhances station output and provides opportunities to promote the station, on and off-air, and in venues across the county.

The income shown comprises revenue from normal on-air promotional activity, and St David's Promotions, much of whose revenue is affected by factors outside our influence, eg: weather conditions. It is imprudent, therefore, to forecast increased revenue other than from inflationary effects.

40. EFFECTS OF LOSS OF LICENCE

IMPORTANT NOTE: This part of the question (i.e. Q.40a) should only be answered if the application is for licences on both AM and FM wavebands (see Q.3); otherwise mark 'N/A'.

- a) Outline anticipated effects on the business plan if the applicant were to be successful in retaining a licence to broadcast on one waveband only (AM or FM; describe separately for each waveband, if appropriate). What are the implications for the scale of the company's operation, including any adjustments to the programme service proposed for the remaining waveband, reductions and/or restructuring of staff, and upon expected costs and revenue? Provide a full rationale for all adjustments anticipated. If necessary, revised financial forecasts to illustrate the anticipated effects of retaining a licence to broadcast on one waveband only may be submitted, either as part of the main application document or as an appendix to it; whichever approach is preferred, twenty copies are required.

In order to quantify the effects of the loss of AM or FM licences, the Board of DevonAir would need to take into account the services which another licensee would seek to offer. The following highly critical matters would require urgent consideration, in order to determine the implications for the scale of the company's operations:

- i. 80,000 potential listeners outside of FM transmitter footprints would be disenfranchised by any change to the existing arrangements. There are also many locations within the FM areas, where poor FM reception makes DevonAir's AM frequencies the only acceptable choice for listeners to our programming.
- ii. Recent experience in providing split services at Plymouth Sound has demonstrated to the Boards of DevonAir and its parent company, West Country Broadcasting Ltd, that any early change to existing use of frequencies would have damaging effects on the company's viability and the quality of service it could offer the community. The background environment of a weak regional economy and the recent 700% increase in transmission costs (which adds £100,000 per annum to the costs) severely limits the range of choices available.
- iii. DevonAir believes that a licence to broadcast on the AM frequency alone is likely to be unsustainable in the present climate.
- iv. An FM only licence award would be of doubtful viability as it implies the appointment of another licensee on the AM waveband in an area still recognised as performing below the UK average in terms of economic activity. Such a service provider would be naturally drawn towards the popular format achieved by DevonAir. The result would be revenue shared by both licensees which would, in this area, lead to two impoverished companies. In order to survive, these stations would need to cut services, to the detriment of listeners. DevonAir's board contends that listeners are currently and in the medium term, best served by one service provider offering diverse and quality programming, rather than two operators offering inferior output.

- b) If the applicant fails to retain a licence to operate on either or both wavebands in this licence area, outline the anticipated effects upon, if relevant:
- i) any other (i.e. non-radio) business diversifications or activities undertaken by the applicant;
  - ii) any radio services provided in other licence areas, in which the applicant has involvement (e.g. regionalised or networked programme output).
- i. Loss of licence would mean the end of non-broadcast commercial activities undertaken by St David's Promotions.

The Business and Industry Exhibition, to be opened this year in late September by Sir John Hannam MP, would automatically cease. In addition, the annual Devon Motor Show, operated for the last six years by St David's Promotions, would cease.

- ii. DevonAir provides shared programme output for Plymouth Sound from 1900-0600 Monday-Friday, 2400-0600 and 1800-2400 Saturdays and 2400-0600 and 1900-2400 on Sundays. The effect of loss of licence at DevonAir would be to increase costs to Plymouth Sound by 150% across those programme segments (such shared costs are currently split 60/40 DevonAir/Plymouth Sound). It would force either late night close down, the use of syndicated out of area services, or non-live computerised playout of music services. DevonAir exchanges news output as appropriate with Plymouth Sound and shares duties for weekend news output. Plymouth Sound news output would be diminished without this wider reporting facility, and would be curtailed at weekends if DevonAir was unsuccessful with its application.

SECTION V : ENGINEERING

IMPORTANT NOTE:

It can be assumed that the Radio Authority is adequately familiar with the transmission and studio arrangements of an existing licensee for a local area. If any further information is required about any aspect of these present arrangements, this will be requested on an ad hoc basis. Thus, for an existing local licensee, only the following questions need to be answered. Where applicable, please indicate clearly whether responses refer to arrangements for the service on the AM or the FM waveband. If arrangements on both wavebands are affected, please answer separately for each.

41. ALTERATIONS TO EXISTING TRANSMISSION ARRANGEMENTS

If applicant proposes any substantial alteration to the existing transmission arrangements (e.g. proposed relocation of transmission site, change of transmission provider, change in studio maintenance arrangements, etc.), detail proposals which, subject to Radio Authority agreement where necessary, it would wish to implement for the new licence period. If an alternative site is proposed, provide full details, including its location (with National Grid reference), its ownership and present use, actual aerial pattern and radiated power level proposed. State reason(s) for selecting this site. Confirm that investigation has been made of capacity of this site to accommodate proposed use, giving details of what has been learnt. How does expected coverage compare with that achieved from the existing transmission site?

No substantial alteration is planned to existing transmission arrangements.

DevonAir intends to utilise the services of NTL, its current transmission service maintenance provider, throughout the new licence period. DevonAir intends to enter into a Total Broadcast Contract for the period. All transmission sites, radiated power levels and aerial patterns will remain unaltered.

DevonAir intends to install RDS station identification equipment on all FM transmitters.

(Include one additional page per waveband, if necessary)

42. REPLACEMENT OF TRANSMISSION EQUIPMENT

In what year was the existing transmission equipment installed? Is it anticipated that this equipment will continue to operate effectively throughout the new licence period? If replacement of any principal items of existing transmission equipment is anticipated, state when this is likely to be required and what planning and financial assumptions have been made in respect of this (and if during first three years of new licence period or before, indicate where that provision has been incorporated in financial forecasts in Section IV of application).

Existing transmission equipment on 97 MHz, 96.4 MHz, 954 kHz and 666 kHz was installed in 1980. That for use on 103 MHz was installed in 1989.

DevonAir has consulted with National Transcommunications Ltd (NTL), who have advised that, in their view, all the transmission equipment currently in use, will operate effectively throughout the new licence period.

Responsibility for replacement of failed equipment, under the terms of the TBC indicated in section 41, rests with NTL. DevonAir intends to work closely with NTL to ensure full reliability of all transmission equipment. Where scheduled service interruptions become necessary because of concerns over possible failure, full liaison will ensure minimum "off-air" periods.

Costings for the TBC covering all five transmitters are incorporated in the financial information in section IV.



43. ALTERATIONS TO EXISTING STUDIO ARRANGEMENTS

If the applicant proposes any major alteration to the existing studio arrangements (e.g. relocation of main studios, development of additional studio premises), detail proposals which it plans to implement in the new licence period.

On the assumption that DevonAir retains both FM and AM licences it will invest in new studio broadcast equipment subject to shareholder ratification.

Subject also to no material divergence from the financial assumptions made in the business plan (eg: achievement of projected revenues, and successful pre-sale of St David's Hill property), it is DevonAir's aim to relocate during 1994 to a suitable alternative site. This is expected to be at one of Exeter's major business parks. Timing of this proposal will be subject to confirmation of the full value of the existing property and that of the new premises. The facility of approximately 5,000 square feet will become DevonAir's on-air centre, and will provide office accommodation for finance, and traffic for DevonAir and Plymouth Sound, and for an Exeter-based sales team.

CONCLUDING SECTION

44. READINESS TO CONSIDER ALTERNATIVES

IMPORTANT NOTE: Applicant must answer either a) or b) below, as appropriate to the licence(s) applied for (see Q.3).

- a) If this application is for licences to operate on both AM and FM wavebands, is the applicant prepared to accept a licence for a single waveband only, if this is the Authority's decision? If yes, is the applicant prepared to accept a licence for the AM waveband only, and/or the FM waveband only?

The Board of DevonAir Radio Ltd has developed its future strategy on the assumption that it will continue to operate with both the FM and AM licences. The Radio Authority is aware of the unique problems which DevonAir faces in serving its licence area. This is a function of the terrain requiring a complex transmitter network and results in one of the most expensive per capita transmitter configurations on the Independent Radio network. The broadcast area requires the use of its AM frequency to support its FM service.

As noted in Q40a, it is impossible to quantify the effect of the loss of licence without having knowledge of the type of service which another licensee would seek to offer. However, it is clear that:

- a. If the Authority were to offer the company only the AM licence, then urgent discussions would need to take place between the Board and Shareholders to consider the viability of continuing operations
- b. If the Authority were to offer the company only the FM licence, then in order to be able to give a considered response, the Board would need to enter into detailed discussions with the Authority over the creation of the optimal Promise of Performance. This would be essential to determine the feasibility, or otherwise, of continuing operations. However, it is clear that there would be a reduction in the quality of the WCB Group's operations, in particular:
- i. DevonAir and its sister station, Plymouth Sound, would no longer enjoy the benefits of enhanced programming and shared operating costs
  - ii. A diminution in overall quality of service would result from the need to minimise costs
- b) If this application is for one licence only, on a single waveband (AM or FM), is the applicant prepared to accept a licence for the waveband other than the one applied for, if the Authority offers this?

Not applicable

45. CERTIFICATE

Applicants are required to conclude their submission with the following certificate:-

CERTIFICATE

I hereby certify that to the best of my knowledge and belief the statements made in this application are correct. I understand that the Radio Authority reserves the right to revoke the licence if at any time any statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false.

I also certify that, to the best of my knowledge, no person involved in this application has been convicted of an unlicensed broadcasting offence committed since 1 January 1989; and that I shall do all that I can to ensure that no person so convicted will be concerned in the operation of the radio station if this applicant is granted a licence.

Signed .....  
Chairman

Date ..... 6<sup>th</sup> August 1993 .....

## NOTES

- 1) This version [A] of the application form should only be completed and submitted by an existing Radio Authority local licensee, in response to a public notice by the Authority that the licence currently held is being re-advertised. Other applicants for a re-advertised licence (or licences) should complete application form [B].
- 2) Applications must be typed or printed, in English.
- 3) Applicants must answer all questions set out in this application form; if any question is considered not applicable, please mark 'N/A' with further explanation if necessary.
- 4) The amount of space allocated for a question should not be exceeded (unless, in exceptional circumstances, this has been agreed beforehand and in writing by an officer of the Radio Authority).
- 5) Unless the Authority states otherwise in its notice of licence re-advertisement in a given area, twenty copies of the completed application form should be provided, accompanied by twenty copies of any information submitted separately in confidence (e.g. details of salaries, any planned changes in management structure or personnel).
- 6) Applicants' proposals are available for public scrutiny and comment. If an applicant wishes to submit any information in confidence (other than where the application form specifically indicates that this is permissible), confirmation that this will be acceptable should be sought beforehand and in writing from an officer of the Radio Authority.
- 7) One copy only should be submitted of any detailed audience research report, or of any significant letters in support of an application, which an applicant wishes to provide as amplification of responses to relevant questions in Section III of this application. The Authority reserves the right to request additional copies, or any other supplementary material, subsequently if required.
- 8) Each application must be accompanied by the application fee payable in accordance with the waveband and category (based on population coverage) of each licence applied for. Applicants wishing to apply for licences on both AM and FM wavebands must pay the aggregate of the two fees payable. Application fees should accompany an application, in the form of a cheque made payable to the Radio Authority and crossed 'A/C Payee'. Application fees will not be refundable in any circumstances.
- 9) Applications must reach the Chief Executive of the Radio Authority by 2.00 p.m. on the closing-date indicated in the Authority's notice of licence re-advertisement.
- 10) Failure to comply with any of these requirements may render the application liable to disqualification without refund of the application fee(s).
- 11) Further copies of this form are available from the Radio Authority's Head of Development, at Holbrook House, 14 Great Queen Street, London WC2B 5DG (tel. 071-430 2724).



LORD O'HAGAN MEP  
EUROPEAN PARLIAMENT

MANAGEMENTS BAKERS, WINDMILL LANE, CAVALLINGHAM, DEVON EX16 7JN  
TEL: (0740) 8100 FAX: (0740) 8100

20th July 1988

Mr. George Day  
10000 Executive  
10000 County Westchester  
10000 St. Louis MO 63111  
10000 314 425 4000

Dear Mr. George,

As you will remember, I have had conversations with you since about 1978, throughout that period, and even during difficult economic circumstances. As you recalled, I found a willing customer in the United States when I came back to Europe, in 1982, and I have been very happy to have you as a customer.

### LETTERS OF SUPPORT

I am sure that you will be pleased to hear that I am very pleased to see that you have managed to secure the assistance of the City of London in your initiative. I am pleased that your business development initiative has meant that the major problem is making a positive contribution to the business community.

As you have managed to secure the assistance of the City of London, I am very pleased to see that you have managed to secure the assistance of the City of London in your initiative.

As you have managed to secure the assistance of the City of London, I am very pleased to see that you have managed to secure the assistance of the City of London in your initiative.

Yours sincerely,  
Chris Jones

20th July 1988

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LORD O'HAGAN MEP  
EUROPEAN PARLIAMENT

RASHLEIGH BARTON, WEMBWORTHY, CHULMLEIGH, DEVON EX18 7RW  
Tel: (0769) 81155 Fax: (0769) 80990

23rd July 1993

Paul Angus Esq  
Chief Executive  
West Country Broadcasting  
35-37 St David's Hill  
EXETER EX4 4DA

Dear Mr Angus,

As you will remember, I have had connections with DevonAir since 1979. Throughout that period, and even during difficult economic circumstances for the station, I found a willing response to the issues which I have raised in Brussels on behalf of the County and have subsequently sought to communicate to your listeners.

I understand that you have now brought together the co-ordination of your news team, across Plymouth Sound and DevonAir, and feel confident that your audience has benefited as a result. I am pleased that your Business Partnership initiative has meant that the radio station is making a positive contribution to the business community.

With my European responsibilities particularly in mind, I am very pleased to see that you have managed to secure the involvement of the Euro Info Centre South West at your September Business and Industry Exhibition.

Over the years I have got to know a number of individuals working at Devonair and I am happy to support your application and hope that you can look forward to every success.

Yours sincerely,  
Charles Jones

THE LORD O'HAGAN MEP

EMMA NICHOLSON M.P.



HOUSE OF COMMONS  
LONDON SW1A 0AA

Please always  
Quote Ref. RMME\WSTCNTRY

30 April 1993

Paul Angus Esq.,  
Chief Executive  
Westcountry Broadcasting  
35-37 St. David's Hill  
Exeter  
Devon EX4 4DA

Please reply to:  
Emma Nicholson MP  
PO Box 3  
Okehampton  
Devon EX20 3YY

*My dear Paul*

It was good to meet with you recently at the launch of Westcountry Television in Plymouth. I found our conversation immensely valuable.

I am aware of the real benefits DevonAir has brought to its listeners over a period of years. The involvement, with and for the people to whom you broadcast, with initiatives like the Wheels Appeal providing transport for the more needy members of the community, is a splendid example.

I feel sure the streamlining of DevonAir's administrative operations with your sister station, Plymouth Sound, is a good practical example of how to re-deploy resources to improve the service to your listeners. The integrated way in which your news team is now operating seven days a week seems a case in point.

I know that DevonAir is now having to pay much greater costs to broadcast your signals and, with this in mind, I do hope you are successful in retaining your Medium Wave and FM licences. As you know, for my constituents the Medium Wave service you provide is able to reach areas where otherwise DevonAir would not be heard.

It is clear to me that the recent programming changes you have introduced demonstrate a confident upbeat radio station. I was very pleased to hear about the positive plans to stimulate business confidence with your "Backin' Business" initiative. It seems that the public service broadcast ethic is still alive and well at West Country broadcasting.

I believe that DevonAir has fully demonstrated the important role it plays in the community and I hope you will be successful in continuing to do so following the re-licencing process you are undertaking.

I am happy to give my support to your application.

*Yours ever*  
*Emma*



Mrs ANGELA BROWNING MP

HOUSE OF COMMONS  
LONDON SW1A 0AA

Tel 071- 219 5067  
Fax 071- 219 2557

22 June 1993

Paul Angus Esq  
Chief Executive  
DevonAir Radio  
West Country Broadcasting Ltd  
35-37 St David's Hill  
Exeter  
EX4 4DA.

Dear Mr Angus

I write to support the bid of West Country Broadcasting in its application for the renewal of the licence next year. I do not appear to have heard from the Radio Authority and therefore perhaps in making your representation you would care to enclose a copy of this letter.

From recent information you have given me, I am aware that your listening figures are extremely impressive and that your marketing policy therefore must be hitting its target with the listeners. Also, I believe that the community has benefited greatly from DevonAir involvement. For example, I was delighted to see the promotion of the Business & Industry Exhibition which you are organising in September. I know this will be of great interest to many of my small businesses and I shall be sending them copies of your literature. I am sure it is a most helpful exercise.

I have known of DevonAir since it first went on the air, I think in 1980, and I am delighted to have seen it grow from strength to strength since then.

Yours sincerely

Angela Browning



Patrick Nicholls MP



HOUSE OF COMMONS  
LONDON SW1A 0AA

14 July 1993

Dear Mr ~~Angus~~

I understand you will be submitting DevonAir's application for the Exeter Torbay licence to the Radio Authority in the near future, if in fact you have not already done so.

I would like to record my support for DevonAir in this process. I believe that the station provides a vibrant, entertaining and informative service within its area. There is really effective public service broadcasting woven into the popular music which you play. I know that the work undertaken over the years in fundraising for local charities has been very important for those who have benefited and it shows DevonAir and the community working well together.

I also detect a new confidence in the way the station sounds and acts within the area and your news service, in particular, is much more authoritative.

I would have thought that DevonAir's management team is making great efforts to provide an even better service for Devon and I would very much have thought that you have earned the right to continue to do so in your new licence period. I cannot believe that any change in that arrangement would be welcome by the people of Devon and I would certainly miss DevonAir very much.

May I wish you every success in the months and years ahead and if you wish to use this letter in support of your licence submission, please do not hesitate to do so.

Yours sincerely

A handwritten signature in dark ink, appearing to be 'Paul Angus', with a long horizontal stroke extending to the right.

Paul Angus Esq  
Chief Executive  
West Country Broadcasting Ltd  
35-7 David's Hill  
Exeter  
Devon EX4 4DA



Devon & Cornwall Constabulary

J S EVANS QPM LL.B  
Chief Constable  
Middlemoor Exeter EX2 7HQ  
Telephone: 0392 52101

CC/C0429

6 August 1993

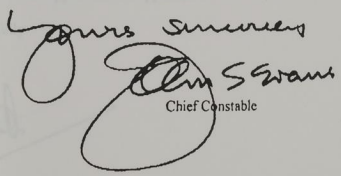
Mr Paul Angus  
Chief Executive  
DevonAir Radio Limited  
35-37 St David's Hill  
Exeter  
EX4 4DA

Dear Mr Angus

I write in response to your letter of 12 July. I am certainly happy to agree we enjoy a cordial working relationship with DevonAir and appreciate the assistance your station has extended to the Force on matters of public interest. Your news coverage of police affairs has been balanced and responsible and has assisted in keeping the communities we both seek to serve well informed on topics of the day.

I look forward to developing this mutually constructive partnership in the future.

With best wishes,

Yours sincerely  
  
John Swain  
Chief Constable

M.I.R. BULL LLB (Hons), SOLICITOR  
Chief Executive

**Mid Devon**  
DISTRICT COUNCIL

Mr P Angus  
Managing Director  
Devonair  
St David's Hill  
EXETER  
Devon

The Great House,  
1 St. Peter Street,  
Tiverton,  
Devon EX16 6NY  
Fax: 0884 258852  
Tel: (0884) 255255

Direct Line: 234201

Your Ref.

Date : 2 July 1993

My Ref. MIB/LR

When calling or telephoning please ask for : Mr M Bull

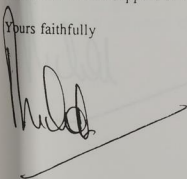
Dear Sir

LICENCE APPLICATION - DEVONAIR

I know you have been canvassing opinions around the area served by Devonair Radio as part of your market research process.

I have taken the opportunity to consult with Elected Members of this authority and in doing so have expressed the view to them that I believe that Devonair provides a good service both in terms of local news and entertainment. To judge from responses to my enquiries of Elected Members it is clear that no one disagrees with that view and I felt that to have this feedback may assist you in your application for the renewal of your licence. You may of course use this in support of that application.

Yours faithfully



M.I.R. BULL LLB (Hons), SOLICITOR  
Chief Executive

Keeping  
Services  
Local ✓

**Mid Devon**  
DISTRICT COUNCIL

R

16 JUL 1993

Mr P Angus  
Managing Director  
Devonair  
St David's Hill  
EXETER Devon

The Great House,  
1 St. Peter Street,  
Tiverton,  
Devon EX16 6NY  
Fax: 0884 258852  
Tel: (0884) 255255  
Direct Line: 234201

Your Ref.

Date: 14 July 1993

My Ref. MIB/HW/P7/3

When calling or telephoning please ask for: Mr Bull

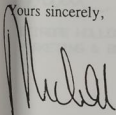
Dear Mr Angus,

#### LICENCE APPLICATION - DEVONAIR

Further to my letter of 2 July, it occurs to me, as a result of some other contact, that an issue might arise about whether Devon is receivable in the area covered by this Authority by FM and AM broadcasting.

In some areas, FM coverage is limited and if Devonair is to be capable of being received by all people in this area which is covered by the station, then I think it is probably necessary for transmission both on FM and AM. Perhaps you would regard this comment as supplementing those others in my letter of 2 July.

Yours sincerely,





THE WHITLEY WILDLIFE CONSERVATION TRUST  
**PAIGNTON ZOOLOGICAL & BOTANICAL GARDENS**  
Totnes Road Paignton Devon TQ4 7EU Telephone 0803 557479 Fax 0803 523457

8 July 1993

Paul Angus  
Managing Director  
Devonair  
35-37 St David's Hill  
Exeter  
EX4 4DA

Dear Paul

On behalf of Paignton Zoo I would like to thank you for your coverage of our recent saga on the future of Paignton Zoo. It is vital, particularly with such controversial issues, that the public are well informed and I am delighted to say that your news team certainly kept their finger on the pulse.

As Devonair is now in the throws of applying to renew its licence I felt I should voice our support for the excellent job being done locally by the Devonair team. It is a pleasure to hear a radio station which feels so much a part of the community and somehow manages to capture the atmosphere of "sunny" South Devon. We have very much enjoyed working with Devonair over the years and I hope that, in both editorial and promotional matters, this beneficial partnership can continue.

With best wishes for the future.

Yours sincerely

DEIRDRE HOLLOWAY  
MARKETING & BUSINESS DEVELOPMENT MANAGER...

EXECUTIVE DIRECTOR PMC STEVENS B.Sc. C.Biol. M.I.Biol.

Paignton Zoological and Botanical Gardens Ltd - A registered educational and scientific charity owned by  
The Whitley Wildlife Conservation Trust.

Registered office: The Whitley Wildlife Conservation Trust, 181 Totnes Road, Paignton TQ4 7EU. Hon Directors: D. C. P. Nixon Cav. Uff. (Chairman),

A. P. C. Michelmore, M.B.E., M.A.; W. H. Whitley, M.C.F. Proctor, M.A., Ph.D., D. J. Stradling B.Sc., Ph.D., F.R.E.S.,

R. H. Teague, M.D., F.R.C.P., M. F. Dabson, P. B. Shaw, B.Sc., M.A. (Ed.), M.I.Biol., The Lord Courtney, Secretary: L. Rose

Company No. 392872

VAT No. 141 291006

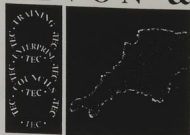
Charity No. 300923

KF/396

10 June 1993

Paul Angus,  
Chief Executive,  
Westcountry Broadcasting,  
35-37 St. David's Hill,  
EXETER. EX4 4DA.

DEVON &



CORNWALL  
**TEC**

Dear Paul,

I gather that you will soon be re-applying for DevonAir's licence to broadcast from 1995 onwards.

As someone working in marketing, I've been fascinated by the re-launch of DevonAir, and the dramatic improvements that have followed from it. It seems that in music programming, news gathering and sales activities, there is a fresh dynamic about the station.

From the point of view of Devon & Cornwall TEC we are very pleased to be actively involved in your "Backin' Business" project. This seems an excellent example of how a valuable public service role can be interwoven into a popular music local radio service.

I wish you every success with your licence application and hope that DevonAir will continue to serve Devon for many years ahead.

Kind regards.

Yours sincerely,

A handwritten signature in cursive script that reads 'Kate Fleming'.

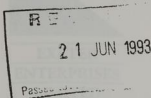
Kate Fleming  
Marketing Manager

**DEVON & CORNWALL TRAINING AND ENTERPRISE COUNCIL**

Foliot House, Budshead Road, Crownhill, Plymouth, PL6 5XR.  
Telephone: (0752) 767929 Fax: (0752) 770925 / 770926 or 770184  
Company No. 2461550 Limited by guarantee Registered in England and Wales

# East Devon

## SMALL INDUSTRIES GROUP



Mr Paul Angus  
West Country Broadcasting Ltd  
35 - 37 St Davids Hill  
EXETER EX4 4DA

17 June 1993

Dear Mr Angus

As your renewal of Licence Application is due, may I forward via this letter my wholehearted support for the successful renewal.

Without doubt, since you have taken over as Chief Executive, it is very apparent that DevonAir is once again back on target in the popularity stakes.

More to the point, your involvement in the business community is to be applauded particularly with the Business Partnership group and it is through businessmen like yourself and the support of your staff through a business such as yours which can greatly benefit the generally smaller businesses of the westcountry region.

Therefore I sincerely hope you are successful in this renewal so that we can continue to work together in unison with other business partners in developing the enterprise this area so richly deserves.

Yours sincerely

G.P. Hulley  
Development Director

### Small Business Advisory Service

115 Border Road, Heathpark, Honiton, Devon. EX14 8BT. Telephone: 0404 41806. Fax: 0404 46865

Development Director: Geoffrey P. Hulley



EXETER  
ENTERPRISES  
LIMITED

Ref DL/KP

15th July 1993

**PRIVATE AND CONFIDENTIAL**

Paul Angus,  
Chief Executive,  
Devon Air Radio Limited,  
35 St. Davids Hill,  
EXETER  
EX4 4DA

Dear Paul,

I would like to offer my support on behalf of Exeter Enterprises Limited, for your initiative in submitting a licence re-application for Devon Air.

As Corporate Manager of Exeter Enterprises Limited, the University Business, I have worked closely with Devon Air over the years and have enjoyed an excellent business relationship with both the reporters and the executive board. On a practical note, I have always found the programme controllers to be extremely interested in all aspects of the University's commercial work. The Company has always supported wherever possible, the business related promotions undertaken by Devon Air, in particular the Business Exhibitions and Trade Shows.

Exeter Enterprises Limited with its complimentary activities of the Euro Info Centre Southwest and Biotechnology Southwest Limited, have enjoyed working within your business partnership forum. This has proved to be extremely successful in promoting the good news aspects of our work through the medium of the radio. It is hoped that this type of broadcast can be developed and expanded in the near future.

It is my view that Devon Air is an essential part of the media within the region. I sincerely hope that the licence re-application will be successful, as Devon Air needs to build now on its existing strengths by developing further the partnership forum group with businesses. These groups will help to focus local attention on key issues in addition to promoting and strengthening the economy of the South West.

Cont .....

Reed Hall, University of Exeter, Devon EX4 4QR. Tel: (0392) 214085/264373. Fax: (0392) 264375

Registered in England No. 1665648 Registered Office: Northcote House, University of Exeter  
Chairman: Sir A. Veale, (Hon)DSc FEng CBIM FIMechE FIPProdE Managing Director: D.J. Phillips, MOMS AMBIM MInstAM  
Directors: E.W. Abel, BSc PhD DSc FRSC J. A. Bryant, MA PhD FIBiol FRSA M.J. Leese, CEng FIMarE MIMechE  
D.H. Owens, BSc PhD CEng MIEE MIEEE HIMA D.L. Perrott, LLB BCL I.H.C. Powell, MA A.Straw, BA PhD  
K. Tizzard, BSc CEng MBCS AMBIM R.H. Waddington, BSc (Hons)







Ref DL/KP

15th July 1993

Paul Angus

I wish Devon Air every success and hope that the University's Company will continue to play an important part in Devon Air's activities in the future.

With best wishes.

Yours sincerely,

Diana Letcher  
Corporate Manager

TORBAY  
ENTERPRISE  
AGENCY

19 July 1993

Mr Paul Angus  
Chief Executive  
West Country Broadcasting Limited  
35-37 St David's Hill  
Exeter EX4 4DA



HELP FOR SMALL BUSINESSES

Dear Paul,

I believe that it would be appropriate and constructive for me to set out this Agency's views on both our working relationship over the past few years and also the role that your company plays in the local business sector.

We have been in touch, from time to time, ever since this Agency was established over five years ago. We have found our contacts with DevonAir to be fruitful, sympathetic and, above all, professional and relevant. All of us in the business support industry have undoubtedly benefited from DevonAir and its policy on business involvement.

That this relationship and role work is adequately demonstrated by your formation of that excellent forum, the Business Partnership. We were pleased to be invited to join this. This is exactly the kind of initiative that is needed to help us all play our part in the region's economy.

We are also, in a lesser way, involved in communicating to those concerned with the business health of the region. To succeed at this is not easy. But we feel that you and your staff have achieved and maintain an impressive standard. We wish you well in the future and look forward to many more years working with you.

Regards.

Yours sincerely,

*Michael*

Michael Wortley

Agency Director



Hanover Court, Manaton Close, Matford Business Park, Exeter EX2 8PF  
Telephone (0392) 823822 (7 lines) Fax (0392) 823972

Our Ref: MP/SJB/SB1088

15th July 1993

Devon Air Radio Ltd  
35/37 St Davids Hill  
Exeter  
EX4 4DA

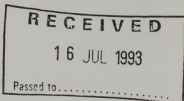
For attention of Paul Angus, Chief Executive

Dear Paul

In the last 12 months we have, through the TEC Business Start-Up Programme, assisted 350 people towards setting up in Business in the Exeter, East and Mid Devon areas. Statistics indicate that 87% of these Businesses are still trading at the end of 12 months. Imagine the blaze of publicity if one employer in a Business Park like ourselves had created 350 jobs.

Research amongst our client groups indicates that their perceived view of business in our early contacts with them is of doom and gloom, probably partially induced by persistent media referral to bankruptcies and failures without an equal reference to new businesses and business successes. Our own marketing is based on a realistic presentation of successes by individual efforts in business. I am therefore writing to say how much we in Business Start-Up appreciate the assistance provided by Devon Air through your "Backing Business" feature, and indeed your overall efforts to present a balanced view of business which stands out from other media presentations. Economists agree that the key to future recovery/success in the South West is the creation of new jobs via new businesses. Every degree of confidence created within your listeners through your unique initiative is a stepping stone towards the recovery of the South West.

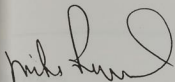
cont/..



We look forward to your continuing support in our efforts in Business Start-Up. I am sure your initiative stems from a genuine enthusiasm to help the local economy.

Thank you.

Yours sincerely

A handwritten signature in black ink, appearing to read "Mike Pethick". The signature is fluid and cursive, with a large loop at the end.

Mike Pethick  
Business Start-Up Manager

# John Heathcoat & Co Ltd

## SOUTHWEST CHAMBER OF COMMERCE (EXETER)

A Company Limited by Guarantee No. 274318

White Gates,  
Clyst Road,  
Topsham,  
Exeter EX3 0DB

Tel: 0392 875533 / 0831 130203

20 July, 1993

Paul Angus,  
Chief Executive,  
Devonair,  
35 - 37 St David's Hill,  
Exeter EX4 4DA

Dear Mr Angus,

I am writing to offer the Chamber's support of your licence renewal, which I understand falls due shortly.

The Chamber is extremely aware of the valuable contribution that you make to the region generally, and particularly that your Business-oriented programmes make.

The Chamber is also very conscious of the consistently high quality of the presentation and content of the programmes.

Finally, the business community in the region has a high opinion of the effectiveness of advertising on Devonair, and of the helpfulness and approach of those responsible for its marketing.

Yours sincerely,

  
Jon Cousens  
Chief Executive

# John Heathcoat & Co Ltd

TIVERTON • DEVON EX16 5LL • TELEPHONE: TIVERTON (0884) 254949 • TELEX: 42850 • FAX: (0884) 252866

Our Ref: RHW/jnk

Mr Paul Angus  
Chief Executive  
DevonAir Radio Limited  
35-37 St David's Hill  
Exeter  
Devon EX4 4DA

15 July 1993

Dear Paul

Thank you for your update on the Business Partnership. I think that it is important that business issues are raised on local radio so that the importance of business to the economic life of the community is clearly understood.

I think that the way DevonAir is doing it, with a very light touch, is just right.

I look forward to seeing you at our next meeting on 23 September, in the meantime the best of luck with your application for renewal of your licence. DevonAir has achieved considerable respect as a local radio station and my hope is that you will be able to continue to develop your position once the licencing round is completed.

Best wishes

Yours sincerely  
for JOHN HEATHCOAT & CO LTD



REG WADDINGTON  
Chairman



Patron HM THE QUEEN  
Chief Executive Secretary C L CULLEN

23 June 1993  
24 JUN 1993

Passed to

P Angus Esq.,  
Chief Executive  
Westcountry Broadcasting  
35 - 37 St David's Hill  
Exeter  
Devon EX4 4DA



## Devon County Agricultural Association

WESTPOINT - CLYST ST MARY - EXETER - EX5 1DJ  
TELEPHONE (0392) 444777 - FACSIMILE (0392) 444808

24 JUN 1993

Passed to

Dear Paul

We recently spoke about the renewal of the licence of DevonAir and I wish you every success in being the Company that continues to hold the licence. I would like to take the opportunity here to voice my support for your bid.

I know that DevonAir has played an important part in the local life since its early days and it is vital that people who have local knowledge continue to understand what is going on around them which enables them to make suitable programmes for the people of the area.

From this Association's point of view DevonAir has always been very positive in the reporting of both the Devon County Show and participation therein plus the involvement more recently in some of our Pop Concerts and it is very important to us that we have enthusiastic support for everything that we do. Enthusiasm and professionalism of your team seen at our County Show this year could be seen by the great crowds that surrounded your broadcasting unit.

A vibrant local Radio Station has an important role to play in the local community and the way we have been able to work together bringing Internationally known Acts to Devon is something I look forward to developing further in the years ahead and having many promotions on Devon's better music station.

Last weekend's DevonAir Motor Show, now hosted here for the second year, seems to be going from strength to strength and we hope that in the not too distant future you will also consider moving the Devon Business Show to our Hall, although I accept that this needs to grow in size before it is worth bringing here.

BT

I have noticed a real increase in confidence about the Station following the changes introduced last year and I hope for the local business community that you will continue to prosper in the years ahead and I am very happy to lend my name in support of your application.

With best regards.

Yours sincerely,

C L Cullen  
CHIEF EXECUTIVE

RECEIVED  
05 JUL 1960

Dear Sir,  
  
It was good to see you again at the East Devon National Lunch on Tuesday and I look forward to discussing further your idea of a joint BT/Devon radio approach to next year's East Devon Festival.

I was also impressed by the enthusiasm of the trade and that such organizations should support their own established business. As you know, BT is committed to making a lasting contribution to the community and it is very encouraging to find a commercial radio station with such a positive community commitment as yours. I

CG.WP.Dair

am pleased to see efforts on behalf of the East Devon Festival community are greatly appreciated.  
  
DevonAir is providing a valuable service to the local community and so long as we continue to serve the people of Devon as it does.

I hope that the future funding goes well and thank you for being our radio man.

Yours,

Colin Morgan  
Corporate Relations Manager

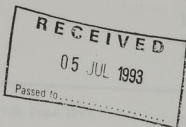
Handwritten notes on the right margin, including a vertical line and several small marks.





Telephone (0392) 212170  
Facsimile (0392) 421273

1st July 1993



Paul Angus  
Chief Executive  
West Country Broadcasting  
St David's Hill  
Exeter EX4 4DA

Dear Paul

It was good to see you again at the East Devon Business Lunch on Tuesday and I look forward to discussing further your idea of a joint BT/DevonAir approach to next year's Exeter Festival.

I was most impressed by the attendance at the lunch and feel that such organisations deserve support from the more established businesses. As you know, BT is committed to making a fitting contribution to the community and it is very encouraging to find a commercial radio station with such a positive community commitment as yours. I know that your efforts on behalf of the East Devon business community are greatly appreciated.

DevonAir is providing a valuable contribution to the local community and so long may it continue to serve the people of Devon as it does.

I hope that the house hunting goes well and I look forward to seeing you again soon.

Regards

Andy Morgan  
Corporate Relations Manager

BT Corporate Relations  
Exbridge House Commercial Road EXETER EX2 4BB

Paul Angus  
Chief Executive  
Devon Air Radio  
St David's Hill  
EXETER



**BRIXHAM**  
*Community*  
**COLLEGE**

Higher Ranscombe Road  
Brixham Devon TQ5 9HF

Principal: Christopher Turner BSc PGCEd

*Comprehensive Education for All*

Your ref:

Date:

7th June 1993

Telephone: (0803) 858271

Facsimile: (0803) 882726

Community Tutors:

Adult: (0803) 853302

Youth: (0803) 882723

My ref:

Dear Paul

Many thanks for a very enjoyable and informative week at Devon Air. All your staff were extremely hospitable and helpful and I just hope that I wasn't too disruptive to the normal working week!

I found our discussion particularly useful, not only in the context of the running of an independent radio station, but also in drawing parallels between a private company and a College such as ours.

I must say I was very impressed with the dedication of staff and their commitment to the organisation. I realise what a valuable job Devon Air does for the community in a whole variety of ways. I consequently wish you every success in your application for the renewal of your licence.

I have written separately to Carol and I am particularly grateful for her organisation of my week.

I would value the opportunity to be involved in the Community Forum that has been set up or in any other way that you feel I might be of assistance.

With best wishes.

Yours sincerely

Chris Turner  
Principal

# TORBAY CARNIVAL

IN AID OF LOCAL CHARITIES

Mr P. Angus.  
Chief Executive.  
Devonair Radio,  
35-37, St. Davids Hill,  
Exeter.  
EX7 4DA

John Stephenson.  
7, Borough Park Road,  
Paignton,  
Devon.  
TQ3 3TZ  
Tel; (0803) 526471 Eve  
(0803) 527415 Day

5th July 1993

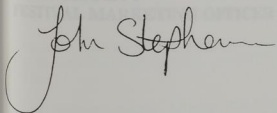
Dear Mr Angus,

On behalf of the Torbay Carnival Committee I would like to convey our appreciation in the support you are giving to us for our forthcoming Carnival Week, which this year is being held from the 11th to 18th July. As in previous years we are grateful for your support in all of our activities, without this and similar efforts from various other local businesses and organisations we would struggle in organising both Torbay Carnival Week and the Miss Torbay Contest. Regarding the Miss Torbay 1993 event we found that Devonairs' news coverage was very fair and reported the facts and not gossip, for this I am very grateful.

We look forward to working with the Devonair team in the future and with this in mind we would like to wish you and Devonair every success in retaining the regions broadcasting licence.

Thanking you again for your cooperation.

Yours sincerely



John Stephenson. Chairman, Torbay Carnival Committee.



Bernard Frowd  
Chief Executive

Christopher J. York  
B.Sc. F.R.I.C.S.  
Promotion & Marketing  
Executive

Exeter City Council  
Civic Centre  
Paris Street  
Exeter EX1 1JN

Tel: (0392) 265613  
(0392) 77888 Ext. 5613  
Fax: (0392) 265265

*One Community, One Voice*

DevonAir Radio  
Paul Angus - Managing Director  
35-37 St David's Hill  
EXETER EX4 4DA

GB/JMH/9/7

21 July, 1993

Dear Paul,

On behalf of Exeter City Council and the Festival Committee, I am writing to thank you for your assistance with this year's Exeter Festival.

This year's Festival has been a resounding success in terms of ticket sales, full houses and response from the public. The daily diary slot proved most useful and we were able to highlight the community and free events. Many of the major events were sold out weeks before, so we were able to use this slot to advise your listeners of this.

We hope that you enjoyed Lesley Garrett and the Wren Orchestra last Sunday and look forward to working again with you next year.

Yours sincerely,

*Geri Bennett*

GERRI BENNETT  
FESTIVAL MARKETING OFFICER

Typed copy of letter from:

Exeter & East Devon Sports Association for the Disabled.

Dear Mr Angus

BROADCASTING LICENCE

I wish your listeners could see the joy their contributions to DevonAir Wheels Appeal bring to competitors in disabled sport.

Recently we attended the "Sports Expo" organised by East Devon District Council at Honiton. There I met two young adults from John Hannam House taking part in carpet bowls from their wheelchairs. I wish your listeners could have seen the joy in their faces when they found that they could participate in this event.

Leaving the sports hall I saw the minibus that brought them to this event with the DevonAir Wheels Appeal on the side - the bus belonged to D.Y.A.C.

Thanks to your listeners our minibus is back on the road and in constant use transporting members to awareness sessions and sports events.

We sail at Wimbleball reservoir and there you see the empty wheelchairs at the side of the lake while their occupants sail.

South Devon Sports Day is held at Newton Abbot Racecourse. Our members bowl at the indoor bowling green. There you will see disabled people bowling from their wheelchairs and numerous others spectating from their wheelchairs.

Tiverton has been a watershed for disabled sport. Recently we took the minibus, fully repaired thanks to your generous donation, to this venue to promote aids for the disabled. The local MP Angela Browning and the Councillor took an interest in our minibus and as a result Mid Devon Council is to promote a sports day for disabled people in Tiverton next year.

I use these examples to show that our minibus is active again in the Community thanks to the £2,000 DevonAir Wheels Appeal donated to its new engine. Your listeners will have seen the vehicle at the various venues which are covered by your presenters.

We are grateful to you also for promoting our fundraising events i.e. coffee mornings, sports days, car shows, in your "Whats On" spot.

Our Association hopes that DevonAir will continue to take an active part in life in the Community.

Yours sincerely



# EXETER & EAST DEVON SPORTS ASSOCIATION FOR THE DISABLED

Regd. Charity No. 284400

"THE CARIC"

92 PINESIDE DRIVE  
EXMOUTH  
DEVON EX8 4EX  
27th July 1993

Mr. John Angus  
Chairman Executive  
Devon Air Radio Ltd  
25-37 St. David's Hill  
Exeter EX4 4DH

Dear Mr. Angus

BROADCASTING LICENCE

I wish your listeners could see the joy their contributions to Seven Air wheels offered bring to competitors in disabled sport.

Recently we attended the "Sports Expo" organised by East Devon Public Council at Exminster. There I met two young adults from ExmOUTH HANNONS who were taking part in casket races from their wheelchairs. I wish your listeners could have seen the joy on their faces when they found that they could participate in this event.

Leaving the sports hall I saw the mini bus that brought them to this event with the Seven Air wheels offered on the side - the bus belongs to D.T.A.C.

Thanks to your listeners our mini bus is back on the road and in constant use transporting members to various sessions and sports events.

We sit at, when the hall was out and there you see the city wheelchairs at the side of the table & side view - about 1/2.



## EXETER & EAST DEVON SPORTS ASSOCIATION FOR THE DISABLED

President Col. J. F. PARSONS, O.B.E., M.C.

Regd. Charity No. 284400

South Devon Sports Day is held at Weston Abbots Luccombe.  
Our members love the indoor bowling green. There are  
with us disabled people bowling from their wheelchairs and  
numerous others spectating from their wheelchairs.

Tiverton has been a realisation for disabled sport. Recently  
we took the minutes, fully revised thanks to your generous  
donation to this venue to promote C.I.S. for the disabled. The  
local M.P. Angela Browning and the Council took an interest in  
our minutes and as a result. What better Council is to  
promote a sports day for disabled people in Tiverton next year.

I use these examples to show that our minutes is  
active again in the community thanks to the Lower Devon  
Wheels Appeal donated to the new engine. You listeners will  
have seen the vehicle at the various venues which are  
recorded by your broadcasts.

We are grateful to you also for promoting our fund-raising  
events i.e. coffee mornings, sports days, car shows on your  
"what's on sport".

Our Association hope that Tiverton will continue to take  
an active part in life in the community.

Yours sincerely  
J. A. Jones  
Chairman



# Devon

COUNTY COUNCIL

Andrew Williamson  
DIRECTOR OF SOCIAL SERVICES

The Broadcasting Manager,  
Devonair Radio  
St. David's Hill,  
EXETER

Mrs A Radford  
MANAGER  
ORCHARD HOUSE  
21 ASHBURTON ROAD  
NEWTON ABBOT  
TQ12 1NH

Your ref:  
My ref:

Date: 23rd December, 1992

Please ask for:

Telephone: NEWTON ABBOT 60737

Extension:

STD: 0626

Dear Sir,

On Wednesday 16th December, I rang Devonair with an urgent appeal which was resolved in no time. Firstly, because of your kindness reading out my appeal and secondly the fast action from your listeners.

My appeal was to help a young mum with four children with some heating over the Christmas period. That morning the Gas Board had condemned her gas fire, this being the only form of heating that she had.

As you can imagine, this poor mum was devastated knowing she was not able to go out and buy a new one, so how was she going to keep her family warm?

Within minutes of the appeal, my phones never stopped ringing. Not only did we have a beautiful gas fire donated, we also had a chimney sweep who offered to clean her chimney free of charge and also a gas fitter who offered to fit the fire free of charge as well.

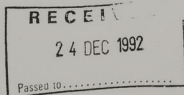
As this recession still bites and people live on tight budgets, thank God there are still people such as I have mentioned who are willing to help in the time of need. If only these very special people could have seen this mum's face when I told her "Santa had come early". It was a moving moment in time I assure you.

Finally it just leaves me to say a very big "thank you" to Devonair for your support.

May I take this opportunity to wish you all a very Prosperous New Year on your radio station.

Yours sincerely,

Angela Radford  
Manager





THE HEADMISTRESS  
MISS F MURDIN, M.A. (Oxon)



THE MAYNARD SCHOOL,  
EXETER, EX1 1SU  
TELEPHONE (0392) 73417  
FAX (0392) 496199

3rd August 1993

P Angus Esq  
Chief Executive  
Devonair Ltd  
35-37 St Davids Hill  
EXETER  
EX4 4DA

Dear Mr Angus

As a member of Exeter's sporting community; (I play for the Guildhall Panthers the top local ladies basketball team!) a local independent school PE teacher and I possess an interest in the local rugby team (my husband is a player/coach at Exeter RFC). I am writing to congratulate you on your excellent coverage of local sport - both minor and major and of course your schools coverage.

The Maynard School has many talented youngsters and plays many team sports to a high standard.

I feel confident that any worthy news will be given the airing it deserves on Devonair.

The coverage of local Rugby is excellent and it is especially pleasing that you give time to less major sports also.

Keep up the good work.

Yours sincerely

Mrs C M Gabbitass

Devon Rugby



Football Union

P Angus Esq  
Chief Executive  
Devonair Radio  
35-37 St David's Hill  
EXETER  
EX4 4DA

Nick Leonard  
Devon Youth Development Officer  
c/o Devon Playing Fields Association  
County Hall  
Topsham Road  
EXETER EX2 4QD  
Telephone: (0392) 383946  
(0392) 382533

3rd August 1993

Dear Mr Angus

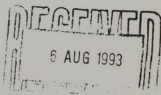
As Devon's Rugby Development Officer I wish to express my support for Devonair Radio. Their coverage of the sport especially that involving youth rugby, has been invaluable in helping me promote events in the county. My experience has taught me that informing the general public of events such as Rugby Roadshows, coaching clinics and celebrity appearances can be done very effectively through Devonair informing their listeners.

In the interest of the sport I hope the relationship that the Rugby Football Union has currently got with Devonair Radio is set to continue in the foreseeable future.

Yours sincerely

*N Leonard*

N Leonard



# DARTMOUTH

GOLF AND COUNTRY CLUB



Mr Paul Angus  
West Country Broadcasting  
35/37 St Davids Hill  
Exeter  
Devon

7th July 1993

Dear Mr Angus

On behalf of the President, the Directors and Staff of Dartmouth Golf & Country Club, I would like to convey our appreciation of the work done by your staff in arranging our recent, current and future advertising campaigns for the Dartmouth Golf & Country Club on West Country Broadcasting.

The professionalism and service of West Country Broadcasting which Dartmouth Golf & Country Club received was second to none, and we look forward to a long and successful business relationship. On the subject of success, may I take this opportunity of wishing West Country Broadcasting and Devonair every success in your forthcoming license retention application

Thanking you again for all your co-operation.

Yours sincerely

Ralph Hitchens  
Managing Director

# Seekers

national estate agency network



Offices  
Nationwide  
21 Abbey Road  
Torquay  
Devon TQ2 5AF

Tel: 0803 290607

David Cadwallader  
Devon Air Radio  
Harbour Point  
Victoria Parade  
Torquay  
Devon

25/6/93

Dear David

Just a few lines to tell you about the terrific response we have had from our advertising campaign on the NEW DEVON AIR. I will certainly be recommending this form of advertising to other businesses. I must say it really did live up to your expectations and far exceeded mine!

May I also take this opportunity of thanking you for all your help and advise in what was for me (as a novice) a completely new experience.

You can definitely count on Seeker's support in your forthcoming application for your licence retention, which will certainly have been well earned.

I look forward to discussing our next campaign soon.

Yours sincerely

BEVERLY GOODWIN ANAEA  
Managing Director



165 St. Marychurch Road, Torquay TQ1 3HP Tel: 0803-312016

LF/SH

25 June 1993

Mr D Cadwallader  
Devon Air  
Harbour Point  
Vaughan Parade  
Torquay  
Devon

Dear Mr Cadwallader

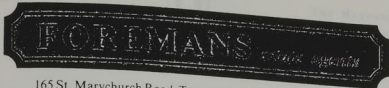
Re: Foremans Estate Agents - Devon Air Advertising Campaign

May I take this opportunity of thanking you for all your support and help in preparing our last advertising campaign with you, which proved to be a great success. I am enclosing a copy of my testimonial which explains the success of the campaign. May I also take this opportunity of wishing Devon Air every success with its Licence Retention Application, as I believe your radio station does a great deal of good for the community.

Finally may I take this opportunity to wish all at Devon Air continued success, and I look forward to further advertising on your station.

Yours sincerely

L Foreman



165 St. Marychurch Road, Torquay TQ1 3HP Tel: 0803-312016

WEST COUNTRY BROADCASTING

COMMERCIAL COPY

CLIENT : FOREMANS - TESTIMONIAL  
TX : 19.04.93  
DURATION : 40"

Script copy -

mvo - THE NEW DEVONAIR  
OUR BUSINESS IS HELPING YOUR BUSINESS GROW.

client - HELLO, I'M LAURENCE FOREMAN OF FOREMANS  
ESTATE AGENTS, TORQUAY AND TEIGNMOUTH.

A COUPLE OF MONTHS AGO, I TOOK THE BOLD  
INITIATIVE TO ADVERTISE ON THE NEW DEVONAIR.  
I WAS NOT ONLY SURPRISED BY HOW INEXPENSIVE  
THE ADVERTISING WAS, BUT ALSO HOW EFFECTIVE  
IT WAS.

BOTH THE SELLING AND THE PROPERTY MANAGEMENT  
SIDES TO FOREMANS HAVE INCREASED SUBSTANTIALLY  
AND NOW WE'RE SELLING AS WELL AS THE NEW  
DEVONAIR.

mvo - CALL THE NEW DEVONAIR SALES TEAM NOW ON  
TORQUAY 297375, THAT'S TORQUAY 297375.

THE HEADMISTRESS  
MISS F. MURDIN, M.A. (Oxon)



THE MAYNARD SCHOOL,  
EXETER, EX1 1SJ  
TELEPHONE (0392) 73417  
FAX (0392) 496199

3rd August 1993

P Angus Esq  
Chief Executive  
Devonair Ltd  
35-37 St Davids Hill  
EXETER  
EX4 4DA

Dear Mr Angus

As a member of Exeter's sporting community; (I play for the Guildhall Panthers the top local ladies basketball team!) a local independent school PE teacher and I possess an interest in the local rugby team (my husband is a player/coach at Exeter RFC). I am writing to congratulate you on your excellent coverage of local sport - both minor and major and of course your schools coverage.

The Maynard School has many talented youngsters and plays many team sports to a high standard.

I feel confident that any worthy news will be given the airing it deserves on Devonair.

The coverage of local Rugby is excellent and it is especially pleasing that you give time to less major sports also.

Keep up the good work.

Yours sincerely

Mrs C M Gabbitass

## Devon Rugby



P Angus Esq  
Chief Executive  
Devonair Radio  
35-37 St David's Hill  
EXETER  
EX4 4DA

## Football Union

Nick Leonard  
Devon Youth Development Officer  
c/o Devon Playing Fields Association  
County Hall  
Topsham Road  
EXETER EX2 4QD  
Telephone: (0392) 383946  
(0392) 382533

3rd August 1993

Dear Mr Angus

As Devon's Rugby Development Officer I wish to express my support for Devonair Radio. Their coverage of the sport especially that involving youth rugby, has been invaluable in helping me promote events in the county. My experience has taught me that informing the general public of events such as Rugby Roadshows, coaching clinics and celebrity appearances can be done very effectively through Devonair informing their listeners.

In the interest of the sport I hope the relationship that the Rugby Football Union has currently got with Devonair Radio is set to continue in the foreseeable future.

Yours sincerely

*N Leonard*

N Leonard





# Brixham Does Care

The BRIGHAM DOES CARE Community Association

Registered Charity No. 285647

Founded by Joyce Woolley-Lane

OLD TOWN HALL BRIGHAM DEVON TQ5 8LZ

Telephone (08045) 7727 and 6132

(0805) 857727 & 856132

19 July 1993

Paul Angus Esq  
Chief Executive  
DevonAir Radio  
35-37 St David's Hill Exeter EX4 4DA

Dear Mr Angus

I am happy to respond to your invitation that we should send you a letter which you can use as evidence in connection with DevonAir's re-application for its broadcasting licence.

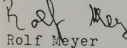
This organisation combats loneliness and despair in Brixham by supporting the housebound, elderly and people of any age encountering personal or social or mental-health problems and by providing social facilities and opportunities for people to do volunteer work.

DevonAir has helped our work in two ways.

It has been extremely valuable to have had a slot for many years when we were allowed to broadcast, weekly or fortnightly, appeals for whatever we happened to need. This might be items for people in some emergency, or items for one of our sales. It might be publicity for one of our events. It was often an appeal for some specific volunteer help for a particular person, or it might be a general appeal for volunteers. By this means, our work gained additional support from many members of the community. Incidentally, we were able to put across the usefulness of our facilities to people who might benefit from them, especially the emotional/mental-health support we offer. It was a pity that this broadcasting slot became unavailable more recently - we would welcome its reinstatement.

The second way in which we received most welcome help was through the Wheels Appeal. We were given a small minibus, with tail lift and wheelchair space. This has been invaluable in helping us to do a variety of transporting jobs. We bring down old ladies to a weekly social meeting. We bring down isolated old men to a weekly meeting. We transport young disabled people to a weekly pottery class. For a period we helped twice weekly to transport mentally ill elderly patients on outings. Now we concentrate on our own outings for lonely or disabled people. Without the DevonAir vehicle, much of this work would have been much harder or impossible.

Yours sincerely

  
Rolf Meyer  
Hon Secretary

# EXETER DISABILITY TRANSPORT SERVICE

REGISTERED UNDER THE NATIONAL ASSISTANCE ACT 1948 AND CHARITIES ACT 1960  
CHARITY REGISTRATION NUMBER: 283740



Ashclyst Centre, Hospital Lane  
Whipton, Exeter EX1 3RB  
Tel: (0392) 64206

Date:  
24th July 1993

Ref:

Reply to:

Paul Angus Esq  
Chief Executive  
DevonAir Radio Limited  
35-37 St David's Hill  
EXETER  
EX4 4DA

Dear Paul Angus

Thank you for your letter dated July 12th regarding the renewal of DevonAir's licence to broadcast.

We fully support you in your application having benefited considerably from the DevonAir Wheels Appeal in past years. In addition we have benefited from the publicity for our voluntary service you have freely given us over the last decade.

It is hoped that you will be successful in your application and that our mutual co-operation will continue in the future.

Yours sincerely

*T. Canham*

Trevor Canham - Vice chairman.

*TAC*

# AGE CONCERN DEVON

Charity No. 261090



THE WEST OF ENGLAND SOCIETY FOR THE AGED



Chairman: Mrs. Jenny Roach

County  
Director:

MISS M. A. WILLETT, MBE  
20A QUEEN STREET  
EXETER  
DEVON EX4 3SH  
TEL: (0392) 50085

Ref: ACD/1/5

19th July, 1993.

Paul Angus, Esq.,  
Chief Executive,  
DevonAir,  
35037 St. David's Hill,  
Exeter,  
EX4 4DA.

Dear Mr. Angus,

Thank you for your letter of 12th July.

Age Concern Devon has always benefitted from having a local station in the vicinity. We have found that it gets the message across to older people and their carers and you have always been more than willing to support us in this way. We also were beneficiaries of your DevonAir Wheels Appeal enabling us to run a mobile day centre, at present in the Crediton Hinterland, to the benefit of more isolated older people. I would wish to see the station continue as for many older people who are housebound this is one way of communicating with them and keeping them up to date with information which is relevant to them thus adding to their quality of life.

Yours sincerely,

Margaret A. Willett

Margaret A. Willett  
Chief Executive



## THE WEST OF ENGLAND SCHOOL

for children with little or no sight

Countess Wear · Exeter · Devon EX2 6HA · Telephone: Exeter (0392) 413333 · Fax: (0392) 428048

Headmaster: Paul Holland M.Ed. Dip.Sp.Ed.  
Headmaster's Secretary: 439655

Bursar & Clerk to Governors: Richard Bassett  
Bursar's Secretary: 436521

Our Ref: AJM/ZN

16 July 1993

Paul Angus Esq.,  
DevonAir Radio Ltd.,  
35/37 St David's Hill,  
Exeter EX4 4DA

Dear Paul,

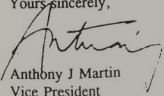
Although I am no longer Chairman of Governors of the School I would like it to be known just how much the School appreciated the enormous help that we received from DevonAir during the period of our St David's House Appeal from October 1989 to its conclusion at the end of 1991. The Appeal target was £2m and we succeeded in raising £2.1m.

Your Radio station has always been kind to the School and over the years our staff and pupils have attracted a fair amount of air time. This was certainly so during our Appeal period and most particularly the generosity of the Wheels Appeal in presenting us in 1991 with a magnificent Mercedes Minibus which otherwise would have absorbed some £30,000 of scarce Appeal funds. Your Minibus was a very substantial single contribution within the total that we raised. This generosity and the infectious enthusiasm of the Radio team during each of your annual Wheels Appeals over the years is a great tribute to your standing in the local community.

I hope very much that your relationship with the School will continue in the years to come because there are unquestionably some very exciting projects which will be emerging as the education of blind, partially sighted and additionally disabled children spreads ever wider through the community.

We have not yet had a formal opening of St David's House but when that occasion arises I look forward to seeing you - hopefully against the background of the still gleaming Minibus!

Yours sincerely,

  
Anthony J Martin  
Vice President

**Health and Social Services Partnership Group**

Francis Abraham  
Community Welfare Officer  
Health Care Trust

Mike Bryant  
Chief Executive  
Royal Devon & Exeter Trust

John Coakley  
Director of Services and Info  
South Devon Health Care Trust

Paul Courtney  
Press and Public Relations Officer  
Plymouth & Torbay Health Authority

Peter Doyle  
Press and PR Officer  
Devon County Council  
Health Trust

Eddie Herbert  
General Manager  
Family Health Service Authority

Carollee Hill  
Public Relations Officer  
Exeter & South Devon  
Health Authority

Russell Holmes CBE  
General Executive Director  
South Devon Health Care Trust

Kevin W  
Director  
Age Concern

Aileen Page  
Assistant Mgr (Business Services)  
Exeter City Council

John Dawick  
Health of the Nation  
Project Manager Exeter

David Hallowell  
Assistant Unit General Manager  
Plymouth Health Authority

Alan Devereux  
Community Health Trust  
Exeter & Exmouth

John Davies  
Manager of Health Promotion  
Plymouth & Torbay Health  
Authority

Don Hardy  
Chief Executive  
Exeter & District Community

David King  
Acting Mgr of Social Services  
Ex Devon

John Jones  
James Abrams/District  
Preventative Co-ordinator  
Plymouth & Torbay Health  
Authority

David May  
Mgr of Housing & Residential Health  
Exeter City Council

Alan  
Plymouth Community Services  
M&H Trust

Malcolm-Dave Hillman  
Chair, Health & Welfare Com  
Devon Community Council

**MEMBERS**

**OF**

**PARTNERSHIP GROUPS**

Health and Social Services Partnership Group

Pamela Abrahams  
Community Affairs Officer  
Health Care Trust

John Bewick  
Health of the Nation  
Project Manager, Exeter

Bob Bryant  
Chief Executive  
Royal Devon & Exeter Trust

David Bullivent  
Assistant Unit General Manager  
Plymouth Health Authority

John Coatham  
Director of Finance and Info  
South Devon Health Care Trust

Alan Connett  
Community Health Trust  
Exeter & District

Paul Courtney  
Press and Public Relations Officer  
Plymouth & Torbay Health Authority

John Davies  
Director of Health Promotion  
Plymouth & Torbay Health  
Authority

Peter Doyle  
Press and PR Officer  
Devon County Council  
Health Trust

Tom Grady  
Chief Executive  
Exeter & District Community

Eddie Herbert  
General Manager  
Family Health Service Authority

David Hess  
Assis Dir of Social Services  
for Devon

Caroline Hill  
Public Relations Officer  
Exeter & North Devon  
Health Authority

Marlene Inman  
Health Promo Adviser/District  
HIV Prevention Co-Ordinator  
Plymouth & Torbay Health  
Authority

Kenneth Holmes CBE  
Non Executive Director  
South Devon Health Care Trust

David May  
Dir of Housing & Environ Health  
Exeter City Council

Martin Rogers  
Director  
Age Concern

Philip Sanders  
Director  
Plymouth Community Services  
NHS Trust

Allen Sugg  
Assistant Dir (Leisure Services)  
Exeter City Council

Shirley-Ann Williams  
Chair, Health & Welfare Comm  
Devon Community Council

Education Partnership Group

Peter Brewer  
E Devon Area Community  
Education Officer  
Devon County Council

Dr J G Capey  
Principal  
Exeter College

Paula Ferris  
Director of External Affairs  
University of Exeter

Christine Fraser  
Arts Manager  
Dartington International Summer  
School

Kay Gordon  
County Secretary  
Pre School Playgroups Ass

David Green  
Director of Marketing  
East Devon College of Further  
Education

Sue Handford  
Director of Marketing  
Plymouth College of Further  
Education

John Jago  
Development Manager  
Exeter School

Simon Jenkin  
Chief Education Officer  
Devon County Council

Peter Nichols  
Director of Leisure & Tourism  
Exeter City Council

Christine Redding  
Area Manager  
Devon & Cornwall TEC

Peter Reid  
Head Teacher  
Coombe Dean School  
Plymstock, Plymouth

Dr Vernon Williams  
Deputy Principal  
College of St Mark & St John

Leon Windston  
Director of External Affairs  
South Devon College of Arts and Tech

Dick Wood  
Press and PR Officer  
Devon County Council

Business Partnership Group

Kate Fleming  
Marketing Manager  
Devon and Cornwall TEC

Ken Holmes  
Chairman  
DevonAir Radio

Chris Jones  
Area Manager  
Devon Employment Service

Colin Lomax  
Economic Development Officer  
Devon County Council

Peter Ogilvy  
PR Manager  
Devon and Cornwall TEC

Reg Waddington  
Chairman  
Chairman, CBI South West  
John Heathcoat & Co Ltd

Ian Handford  
National Federation of Small  
Business

Geoff Hulley  
Development Director  
East Devon Small Industries Group

Diana Letcher  
Corporate Manager  
Exeter Enterprise Agency

James Martin  
South West Chamber of Commerce  
(Exeter)

Mike Pethick  
Business Development Manager  
Christian Care Training

Michael Wortley  
Torbay Enterprise Agency

FINANCIAL APPENDIX



## FINANCIAL ASSUMPTIONS

The following more significant assumptions have been adopted in compiling the financial forecasts:

### Net Advertising Revenue

Local advertising revenue has improved considerably in the current year ending 30 September 1993. The forecasts assume that the record levels of income achieved in this year will be maintained in subsequent years in the form of volume of business however, a reduced increase of approximately 2% per annum is anticipated. The decline in National Revenue is assumed to be halted at the end of 1992 following further investment in support of national sales efforts.

### Net Income From Other Sources

This comprises sponsorship, Commercial Production and Transactions. It is considered that the most of most potential in within Sponsorship and the forecasts assume 12% and 15% increases in 1994 and 1995 respectively, thereafter a 2% increase in net income is anticipated. The improvements in Commercial Production and Transactions revealed in the year to 30 September 1993 are expected to be sustained in the period to 31 December 1997.

### Staff Costs

No significant changes to current headcount are anticipated. However certain salary adjustments are projected October 1993 to adjust some salaries with employee representation.

### Depreciation

Current policy on depreciation is to be maintained. The significant depreciation charge is expected to be £1.2 million in 1997 and 1998.

## FINANCIAL APPENDIX

### Other Operating Charges

This comprises all operating expenditures other than staff costs and Depreciation.

### Net Interest Receivable/Charge

This category includes bank interest payable/receivable and mortgage interest on the proposed new premises (see below).

### Realised Capital Gains

The Company's present headquarters at St David's Hill was assumed to be sold in 1994 with gross proceeds of £200,000 being received. No Capital Gains tax will be payable due to inflation of the original cost in respect of inflation since purchase. The carrying previously recorded as accumulated in the Company's Balance sheet has been credited to the Profit and Loss account at the time of sale.

### Taxation

In a result of losses brought forward from previous years no tax is payable in respect of the year ended 30 September 1993. For the same reason a reduced rate will be payable in the following year. From 1 October 1994 taxation is payable at the full rate of 19%. No changes in the rate of Corporation Tax are anticipated. The group election for the payment of dividends without deduction of Advanced Corporation Tax will be made.

### Dividends

A dividend policy of 10% of available post-tax profits is assumed.

## FINANCIAL ASSUMPTIONS

The following more significant assumptions have been adopted in compiling the financial forecasts:

### Net Advertising Revenue

Local advertising revenue has improved considerably in the current year ending 30 September 1993. The forecasts assume that the record levels of income written in this year will be maintained in subsequent years in the terms of volume of business however, a ratecard increase of approximately 3% per annum is anticipated. The decline in National Revenue is assumed to be halted at the end of 1993 following further investment in support to national sales efforts.

### Net Income From Other Sources

This comprises Sponsorship, Commercial Production and Promotions. It is considered that the area of most potential is within Sponsorship and the forecasts assume 33% and 25% increases in 1994 and 1995 respectively, thereafter a 4% increase in net income is anticipated. The improvements in Commercial Production and Promotions revealed in the year to 30 September 1993 are expected to stabilise in the period to 31 December 1997.

### Staff Costs

No significant changes to current headcount are anticipated. However certain salary adjustments are projected at October 1993 to adjust some anomalies with employees remuneration.

### Depreciation

Current policy on depreciation is to be maintained. The significant levels of capital expenditure planned to 31 December 1997 correspondingly have a significant impact on annual depreciation charges (see below).

### Other Operating Charges

This comprises all operating expenditure other than staff costs and depreciation.

### Net Interest Receivable/Charged

This category includes bank interest payable/receivable and mortgage interest on the proposed new premises (see below).

### Realised Capital Surplus

The Company's present headquarters at St David's Hill are assumed to be sold in 1994 with gross proceeds of £250,000 being received. No Capital Gains tax will be payable, due to indexation of the original cost in respect of inflation since purchase. The surplus previously recorded as unrealised in the Company's balance sheet has been credited to the Profit and Loss account at the time of sale.

### Taxation

As a result of losses brought forward from previous years no tax is payable in respect of the year ended 30 September 1993. For the same reason a reduced rate will be payable in the following year. From 1 October 1994 taxation is payable at the full rate of 33%. No changes in the rate of Corporation Tax are anticipated. The group election for the payment of dividends without deduction of Advanced Corporation Tax will be made.

### Dividends

A dividend policy of 75% of available post-tax profits is assumed.

### Capital Expenditure Programme

The Company plans to embark on an extensive capital re-vitalisation plan. This will require formal ratification by the West Country Broadcasting board following the re-award of both licences.

- a. Motor vehicles will be replaced in late 1993 for a total net cost of £125,600. Cars are to be leased for three years.
- b. With effect from April 1994, the Company will acquire new premises on the outskirts of Exeter for which we have budgetted a sum of £250,000. This to be financed through a deposit of £62,500 and a ten year commercial mortgage from the company's bankers.  
The current St David's Hill headquarters are to be offered for sale for completion in the last financial quarter of 1994 to permit an orderly installation at the new premises. The sale of premises will permit the realisation of the capital surplus of £83,293 included in the balance sheet to 30 September 1993.
- c. Studio and other capital equipment will be acquired to a value of approximately £395,400 during 1994. This to be leased over a five year period after deducting the net proceeds of property sale of £187,500, ie: a sum of £207,900 will be financed.

### Debtors

Debtor receipts are assumed to be at 60 days.

### Creditors

Payments to creditors are assumed to be at 30 days.

### Share Capital

A further 2,438,910 10p shares will be issued in August 1993 and subscribed for by the parent company, West Country Broadcasting Ltd.

## DEVONAIR RADIO LIMITED - PROFIT &amp; LOSS ACCOUNTS

	YEAR END 30/9/92	YEAR END 30/9/93	15M TO 31/12/94	YEAR END 31/12/95	YEAR END 31/12/96	YEAR END 31/12/97
ADVERTISING REVENUE	744808	1015197	1459347	1176627	1212947	1249406
INCOME FROM OTHER SOURCES	87008	180945	230860	207794	210194	212594
	831816	1196142	1690207	1384421	1423141	1462000
STAFF COSTS	443189	379159	554655	443724	443724	443724
DEPRECIATION	48551	46288	129993	122748	122748	116123
OTHER OPERATING CHARGES	415222	634892	807714	640433	642868	641147
OPERATING PROFIT	-75146	135803	197845	177516	213800	261006
NET INTEREST RECEIVABLE/-CHARGED	-2598	-2797	-8235	-6874	-4160	-326
PROFIT/-LOSS ON ORDINARY ACTIVITIES BEFORE TAX	-77744	133006	189610	170642	209641	260680
LIABILITIES	-75297	0	52341	56312	69181	86024
DIVIDEND	0	0	136698	80413	99719	123140
RETAINED PROFIT/-LOSS	-2447	133006	570	33917	40740	51515
REALISED CAPITAL SURPLUS	0	0	83293	0	0	0
RETAINED PROFIT/-LOSS B/F	-133472	-135919	-2913	80950	114867	155607
RETAINED PROFIT/-LOSS C/F	-135919	-2913	80950	114867	155607	207122

## DEVONAIR RADIO LIMITED - BALANCE SHEETS

	AS AT 30/9/92	AS AT 30/9/93	AS AT 31/12/94	AS AT 31/12/95	AS AT 31/12/96	AS AT 31/12/97
<b>FIXED ASSETS</b>						
TANGIBLE ASSETS	425047	445137	772544	649796	527048	410925
INTANGIBLE ASSETS	0	0	0	0	0	0
INVESTMENTS	9470	9470	9470	9470	9470	9470
	<u>434517</u>	<u>454607</u>	<u>782014</u>	<u>659266</u>	<u>536518</u>	<u>420395</u>
<b>CURRENT ASSETS</b>						
DEBTORS	191101	211481	264019	272462	280936	289441
CASH AT BANK & IN HAND	-22977	63662	103399	170071	244011	360224
	<u>168124</u>	<u>275144</u>	<u>367418</u>	<u>442533</u>	<u>524947</u>	<u>649665</u>
CREDITORS-AMOUNTS DUE WITHIN 1 YEAR	98761	49193	158642	170691	141480	154751
	<u>69363</u>	<u>225951</u>	<u>208776</u>	<u>271842</u>	<u>383467</u>	<u>494913</u>
NET CURRENT ASSETS						
CREDITORS-AMOUNTS DUE AFTER 1 YEAR	243891	43672	179891	105037	71917	34470
MORTGAGE	0	0	173442	154698	135954	117210
TOTAL ASSETS LESS TOTAL LIABILITIES	<u>259989</u>	<u>636886</u>	<u>637456</u>	<u>671373</u>	<u>712113</u>	<u>763628</u>

## REPRESENTED BY:

CALLED UP SHARE CAPITAL	312615	556506	556506	556506	556506	556506
PROFIT & LOSS ACCOUNT	-135919	-2913	80950	114867	155607	207122
OTHER RESERVES - CAPITAL REVALUATION	83293	83293	0	0	0	0
	<u>259989</u>	<u>636886</u>	<u>637456</u>	<u>671373</u>	<u>712113</u>	<u>763628</u>

## DEVONAIR RADIO LIMITED - CASHFLOW STATEMENTS

	YEAR END 30/9/92	QTR TO 31/12/92	QTR TO 31/3/93	QTR TO 30/6/93	QTR TO 30/9/93	YEAR END 30/9/93
<b>CAPITAL:</b>						
Share Issues	0	0	0	0	243891	243891
Mortgage	0	0	0	0	0	0
Lease Finance	0	0	0	0	63600	63600
Sale of St David's (Gross)	0	0	0	0	0	0
<b>INCOME</b>						
Gross Advertising Revenue	858543	264110	284189	361999	349855	1260154
Less Agency Commn/Discounts	34603	15465	16045	16914	16085	64509
<b>NET ADVERTISING REVENUE</b>	<b>823940</b>	<b>248645</b>	<b>268144</b>	<b>345085</b>	<b>333771</b>	<b>1195645</b>
Other Revenue (Net)	102234	21088	32150	47295	88909	189441
Intra-Company Funding	0	40000	0	0	0	40000
<b>TOTAL RECEIPTS</b>	<b>926174</b>	<b>309733</b>	<b>300294</b>	<b>392380</b>	<b>730170</b>	<b>1732578</b>
<b>EXPENDITURE</b>						
Capital expenditure	3040	0	0	2778	63600	66378
HP/Leasing	12711	456	176	265	3092	3989
General & Admin	0	0	0	0	0	0
Licence Fees	7588	2772	3631	4075	3631	14109
Staff Costs	443189	81376	88670	104001	104966	379013
Premises	21935	7761	11465	7764	9257	36247
Legal & Professional	22169	10554	11329	4654	6089	32627
Establishment/Overheads	81787	46589	34955	27701	34404	143649
Engineering	28025	13775	3408	5967	9976	33124
Transmitter Inplant Costs	22262	5566	30059	39288	37076	111989
Other	0	0	0	0	0	0
Programming incl freelance	96411	31358	27832	25394	24207	108791
Copyright Fees	74621	20413	22446	33352	59425	135637
Music Library	0	0	0	0	0	0
Acquired Programming	0	0	0	0	0	0
News Service	0	0	0	0	0	0
Marketing/Promotion	11682	874	2397	13205	1105	17581
Audience Research	11579	4483	3328	3253	3623	14686
Exceptional Items	0	0	0	0	0	0
Other-inter co	0	50333	28585	25504	36784	141206
Intra-company repayments	0	0	0	0	283891	283891
Mortgage repayments	0	0	0	0	0	0
<b>TOTAL EXPENDITURE</b>	<b>836998</b>	<b>276311</b>	<b>268280</b>	<b>297201</b>	<b>681125</b>	<b>1522916</b>
<b>VAT ADJUSTMENT</b>						
INTEREST PAID	112467	25073	20561	39817	34773	120225
INTEREST RECEIVED	2733	1671	2184	183	0	4038
CORPORATION TAX PAID	135	0	0	521	720	1241
DIVIDENDS	0	0	0	0	0	0
<b>NET INFLOW</b>	<b>-25889</b>	<b>6678</b>	<b>9269</b>	<b>55700</b>	<b>14993</b>	<b>86639</b>
<b>BALANCE B/F</b>	<b>2912</b>	<b>-22977</b>	<b>-16299</b>	<b>-7030</b>	<b>48670</b>	<b>-22977</b>
<b>BALANCE C/F</b>	<b>-22977</b>	<b>-16299</b>	<b>-7030</b>	<b>48670</b>	<b>63662</b>	<b>63662</b>
<b>LOWEST CASH POINT IN QTR:</b>						
		-53451	-9142	1674	63662	

## DEVONAIR RADIO LIMITED - CASHFLOW STATEMENTS

	QTR TO 31/12/93	QTR TO 31/3/94	QTR TO 30/6/94	QTR TO 30/9/94	QTR TO 31/12/94	15M TO 31/12/94
<b>CAPITAL:</b>						
Share Issues	0	0	0	0	0	0
Mortgage	0	0	187500	0	0	187500
Lease Finance	62000	0	207900	0	0	269900
Sale of St David's (Gross)	0	0	0	250000	0	250000
<b>INCOME</b>						
Gross Advertising Revenue	337453	367750	320250	366563	362423	1754438
Less Agency Comm/Discounts	16572	22065	19215	21994	21745	101591
<b>NET ADVERTISING REVENUE</b>	<b>320881</b>	<b>345685</b>	<b>301035</b>	<b>344569</b>	<b>340678</b>	<b>1652847</b>
	0	0	0	0	0	0
Other Revenue (Net)	50198	37713	43986	79998	68713	280608
Intra-Company Funding	0	0	0	0	0	0
<b>TOTAL RECEIPTS</b>	<b>433079</b>	<b>383398</b>	<b>740421</b>	<b>674567</b>	<b>409390</b>	<b>2640855</b>
<b>EXPENDITURE</b>						
Capital expenditure	62000	0	645400	0	0	707400
HP/Leasing	6905	12423	25140	25261	25261	94991
General & Admin	0	0	0	0	0	0
Licence Fees	3666	3684	3684	3684	3719	18436
Staff Costs	108420	110931	110931	110931	110931	552144
Premises	11983	13513	14100	12338	8813	60745
Legal & Professional	7041	7050	7050	7050	7050	35241
Establishment/Overheads	50751	49350	49350	49350	49350	248151
Engineering	8681	8813	8813	8813	8813	43931
Transmitter Operating Costs	38209	38775	38775	38775	38775	193309
Other	0	0	0	0	0	0
Programming incl freelance	24079	24000	24000	24000	24000	120079
Copyright Fees	32483	27822	29637	32008	33823	155773
Music Library	0	0	0	0	0	0
Acquired Programming	0	0	0	0	0	0
News Service	0	0	0	0	0	0
Marketing/Promotion	2350	3525	3525	3525	3525	16450
Audience Research	3491	3525	3525	3525	3525	17591
Exceptional Items	0	0	0	0	0	0
Other	0	0	0	0	0	0
Intra-company repayments	0	0	0	0	0	0
Mortgage repayments	0	0	7731	7731	7731	23193
<b>TOTAL EXPENDITURE</b>	<b>360057</b>	<b>303410</b>	<b>971660</b>	<b>326990</b>	<b>325315</b>	<b>2287432</b>
<b>VAT ADJUSTMENT</b>						
VAT ADJUSTMENT	37592	25714	36564	37909	40109	177889
INTEREST PAID	0	0	1448	808	0	2257
INTEREST RECEIVED	673	1311	0	456	717	3157
CORPORATION TAX PAID	0	0	0	0	0	0
DIVIDENDS	0	0	0	136698	0	136698
<b>NET INFLOW</b>	<b>36103</b>	<b>55586</b>	<b>-269252</b>	<b>172617</b>	<b>44683</b>	<b>39736</b>
<b>BALANCE B/F</b>						
BALANCE B/F	63662	99765	155351	-113901	58716	63662
<b>BALANCE C/F</b>						
BALANCE C/F	99765	155351	-113901	58716	103399	103399
<b>LOWEST CASH POINT IN QTR:</b>						
	56495	131806	-114375	-114366	63250	

## DEVONAIR RADIO LIMITED - CASHFLOW STATEMENTS

	QTR TO 31/3/95	QTR TO 30/6/95	QTR TO 30/9/95	QTR TO 31/12/95	YEAR END 31/12/95
<b>CAPITAL:</b>					
Share Issues	0	0	0	0	0
Mortgage	0	0	0	0	0
Lease Finance	0	0	0	0	0
Sale of St David's (Gross)	0	0	0	0	0
<b>INCOME</b>					
Gross Advertising Revenue	379509	330490	378284	373894	1462178
Less Agency Comm/Discounts	22771	19829	22697	22434	87731
<b>NET ADVERTISING REVENUE</b>	<b>356739</b>	<b>310661</b>	<b>355587</b>	<b>351461</b>	<b>1374447</b>
Other Revenue (Net)	40357	47511	84110	71826	243805
Intra-Company Funding	0	0	0	0	0
<b>TOTAL RECEIPTS</b>	<b>397096</b>	<b>358172</b>	<b>439697</b>	<b>423287</b>	<b>1618252</b>
<b>EXPENDITURE</b>					
Capital expenditure	0	0	0	0	0
HP/Leasing	25261	25261	24939	25261	100723
General & Admin	0	0	0	0	0
Licence Fees	3737	3737	3737	3772	14981
Staff Costs	110931	110931	110931	110931	443724
Premises	8813	8813	8813	8813	35250
Legal & Professional	7050	7050	7050	7050	28200
Establishment/Overheads	49350	49350	49350	49350	197400
Engineering	8813	8813	8813	8813	35250
Transmitter Operating Costs	38775	38775	38775	38775	155100
Other	0	0	0	0	0
Programming incl freelance	24000	24000	24000	24000	96000
Copyright Fees	28820	30716	33195	34941	127672
Music Library	0	0	0	0	0
Acquired Programming	0	0	0	0	0
News Service	0	0	0	0	0
Marketing/Promotion	3525	3525	3525	3525	14100
Audience Research	3525	3525	3525	3525	14100
Exceptional Items	0	0	0	0	0
Other	0	0	0	0	0
Intra-company repayments	0	0	0	0	0
Mortgage repayments	7731	7731	7731	7731	30924
<b>TOTAL EXPENDITURE</b>	<b>320330</b>	<b>322225</b>	<b>324382</b>	<b>326486</b>	<b>1293424</b>
<b>VAT ADJUSTMENT</b>	<b>28205</b>	<b>39299</b>	<b>40260</b>	<b>41806</b>	<b>149571</b>
<b>INTEREST PAID</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>INTEREST RECEIVED</b>	<b>1320</b>	<b>1370</b>	<b>1326</b>	<b>1290</b>	<b>5306</b>
<b>CORPORATION TAX PAID</b>	<b>0</b>	<b>0</b>	<b>33478</b>	<b>0</b>	<b>33478</b>
<b>DIVIDENDS</b>	<b>0</b>	<b>0</b>	<b>80413</b>	<b>0</b>	<b>80413</b>
<b>NET INFLOW</b>	<b>49881</b>	<b>-1982</b>	<b>-37511</b>	<b>56284</b>	<b>66672</b>
<b>BALANCE B/F</b>	<b>103399</b>	<b>153280</b>	<b>151298</b>	<b>113787</b>	<b>103399</b>
<b>BALANCE C/F</b>	<b>153280</b>	<b>151298</b>	<b>113787</b>	<b>170071</b>	<b>170071</b>
<b>LOWEST CASH POINT IN QTR:</b>	<b>133584</b>	<b>138155</b>	<b>113787</b>	<b>122445</b>	



## DEVONAIR RADIO LIMITED - CASHFLOW STATEMENTS

	QTR TO 31/3/96	QTR TO 30/6/96	QTR TO 30/9/96	QTR TO YEAR END 31/12/96 31/12/96	
<b>CAPITAL:</b>					
Share Issues	0	0	0	0	0
Mortgage	0	0	0	0	0
Lease Finance	0	0	0	0	0
Sale of St David's (Gross)	0	0	0	0	0
<b>INCOME</b>					
Gross Advertising Revenue	391314	340770	390050	385410	1507544
Less Agency Comm/Discounts	23479	20446	23403	23125	90453
<b>NET ADVERTISING REVENUE</b>	<b>367835</b>	<b>320324</b>	<b>366647</b>	<b>362285</b>	<b>1417091</b>
Other Revenue (Net)	40886	48216	84933	72590	246625
Intra-Company Funding	0	0	0	0	0
<b>TOTAL RECEIPTS</b>	<b>408721</b>	<b>368540</b>	<b>451580</b>	<b>434876</b>	<b>1663717</b>
<b>EXPENDITURE</b>					
Capital expenditure	0	0	0	0	0
HP/Leasing	25261	25261	23164	18970	92656
General & Admin	0	0	0	0	0
Licence Fees	3789	3789	3789	3825	15193
Staff Costs	110931	110931	110931	110931	443724
Premises	8813	8813	8813	8813	35250
Legal & Professional	7050	7050	7050	7050	28200
Establishment/Overheads	49350	49350	49350	49350	197400
Engineering	8813	8813	8813	8813	35250
Transmitter Operating Costs	38775	38775	38775	38775	155100
Other	0	0	0	0	0
Programming incl freelance	24000	24000	24000	24000	96000
Copyright Fees	29722	31678	34235	36014	131649
Music Library	0	0	0	0	0
Acquired Programming	0	0	0	0	0
News Service	0	0	0	0	0
Marketing/Promotion	3525	3525	3525	3525	14100
Audience Research	3525	3525	3525	3525	14100
Exceptional Items	0	0	0	0	0
Other	0	0	0	0	0
Intra-company repayments	0	0	0	0	0
Mortgage repayments	7731	7731	7731	7731	30924
<b>TOTAL EXPENDITURE</b>	<b>321285</b>	<b>323240</b>	<b>323701</b>	<b>321320</b>	<b>1289546</b>
<b>VAT ADJUSTMENT</b>	<b>29545</b>	<b>40816</b>	<b>41852</b>	<b>43509</b>	<b>155723</b>
INTEREST PAID	0	0	0	0	0
INTEREST RECEIVED	1995	2128	1989	1908	8020
CORPORATION TAX PAID	0	0	52809	0	52809
DIVIDENDS	0	0	99719	0	99719
<b>NET INFLOW</b>	<b>59886</b>	<b>6612</b>	<b>-64512</b>	<b>71954</b>	<b>73940</b>
<b>BALANCE B/F</b>	<b>170071</b>	<b>229957</b>	<b>236569</b>	<b>172057</b>	<b>170071</b>
<b>BALANCE C/F</b>	<b>229957</b>	<b>236569</b>	<b>172057</b>	<b>244011</b>	<b>244011</b>
=====	=====	=====	=====	=====	=====
LOWEST CASH POINT IN QTR:	203988	217230	172057	185834	

## DEVONAIR RADIO LIMITED CASHFLOW STATEMENTS

	QTR TO 31/3/97	QTR TO 30/6/97	QTR TO 30/9/97	QTR TO 31/12/97	TO YEAR END 31/12/97
<b>CAPITAL:</b>					
Share Issues	0	0	0	0	0
Mortgage	0	0	0	0	0
Lease Finance	0	0	0	0	0
Sale of St David's (Gross)	0	0	0	0	0
<b>INCOME</b>					
Gross Advertising Revenue	403164	351089	401862	396970	1553085
Less Agency Comm/Discounts	24190	21065	24112	23818	93185
<b>NET ADVERTISING REVENUE</b>	<b>378974</b>	<b>330024</b>	<b>377750</b>	<b>373152</b>	<b>1459900</b>
Other Revenue (Net)	41415	48921	85755	73354	249445
Intra-Company Funding	0	0	0	0	0
<b>TOTAL RECEIPTS</b>	<b>420388</b>	<b>378945</b>	<b>463505</b>	<b>446506</b>	<b>1709345</b>
<b>EXPENDITURE</b>					
Capital expenditure	0	0	0	0	0
HP/Leasing	14882	12838	12838	12838	53395
General & Admin	0	0	0	0	0
Licence Fees	3842	3842	3842	3842	15369
Staff Costs	110931	110931	110931	110931	443724
Premises	8813	8813	8813	8813	35250
Legal & Professional	7050	7050	7050	7050	28200
Establishment/Overheads	49350	49350	49350	49350	197400
Engineering	8813	8813	8813	8813	35250
Transmitter Operating Costs	38775	38775	38775	38775	155100
Other	0	0	0	0	0
Programming incl freelance	24000	24000	24000	24000	96000
Copyright Fees	30627	32643	35280	37091	135642
Music Library	0	0	0	0	0
Acquired Programming	0	0	0	0	0
News Service	0	0	0	0	0
Marketing/Promotion	3525	3525	3525	3525	14100
Audience Research	3525	3525	3525	3525	14100
Exceptional Items	0	0	0	0	0
Other	0	0	0	0	0
Intra-company repayments	0	0	0	0	0
Mortgage repayments	7731	7731	7731	7731	30924
<b>TOTAL EXPENDITURE</b>	<b>311863</b>	<b>311835</b>	<b>314472</b>	<b>316283</b>	<b>1254454</b>
<b>VAT ADJUSTMENT</b>					
INTEREST PAID	30890	42338	43450	45227	161905
INTEREST RECEIVED	0	0	0	0	0
CORPORATION TAX PAID	2782	3111	3039	2922	11854
DIVIDENDS	0	0	65487	0	65487
	0	0	123140	0	123140
<b>NET INFLOW</b>	<b>80417</b>	<b>27883</b>	<b>-80005</b>	<b>87918</b>	<b>116213</b>
<b>BALANCE B/F</b>	<b>244011</b>	<b>324428</b>	<b>352311</b>	<b>272306</b>	<b>244011</b>
<b>BALANCE C/F</b>	<b>324428</b>	<b>352311</b>	<b>272306</b>	<b>360224</b>	<b>360224</b>
	=====	=====	=====	=====	=====
<b>LOWEST CASH POINT IN QTR:</b>	<b>283796</b>	<b>318309</b>	<b>272306</b>	<b>291286</b>	

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# DevonAir

666/954 AM

97/96.4/103 FM

AN APPLICATION TO  
THE RADIO AUTHORITY FOR  
THE INDEPENDENT RADIO LICENCES  
FOR THE EXETER/TORBAY AREA  
BY  
DevonAir Radio Ltd.

4.543  
IV  
IV

AUGUST 1993