

## MELBOURN PARISH COUNCIL

### Application for Grant

**Please note that this application will not be considered unless it is accompanied by a copy of the latest set of annual accounts showing the organisations income, expenditure and level of balances. If the organisation does not prepare annual accounts, copies of the bank statements covering the previous six months must be enclosed.**

Name of Organisation	Meridian 1
Name, Address, and Status of Contact	[REDACTED]
Telephone Number of Contact	[REDACTED]
Email contact	[REDACTED]
Is the organisation a Registered Charity?	Yes / No
Amount of grant requested	£5500
For what purpose of project is the grant requested.	<p>When STAR Radio was acquired by Bauer and rebranded as Greatest Hits Radio, something important was lost for listeners across South Cambridgeshire. The familiar local voices, community focus, and grassroots connection that once defined local broadcasting have left a noticeable gap—one that a new radio project is now aiming to fill.</p> <p>Launching on August 1st for a two-week broadcast, this brand-new local radio station will operate as a trial period, designed to demonstrate the appetite for truly local radio in the area. The short-term run will allow the team to showcase what community-driven broadcasting can look like, while gathering feedback, building an audience, and laying the</p>

	<p>foundations for something much bigger. The long-term vision is clear: to develop this into a full-time station that serves South Cambs on an ongoing basis.</p> <p>With studios based in Melbourn, the station will have a strong local heartbeat, placing the village and its surrounding communities right at the centre of its programming. Listeners in Melbourn will be able to get directly involved—whether that’s contributing stories, promoting local events, supporting community groups, or even stepping behind the microphone themselves. The aim is to create something that truly reflects the voices and interests of the local community.</p> <p>Alongside this local focus, the station will shine a wider spotlight on community groups, charities, and initiatives across the region. From interviews and features to music and discussion, programming will celebrate the people and organisations that make the area unique.</p> <p>As part of the launch, the station is aiming to broadcast on DAB for the full two-week period, helping it reach as many listeners as possible across the region while still keeping Melbourn at its core. In addition, listeners will be able to tune in online and via smart speakers, making it easy to listen at home or on the go.</p> <p>This is a collaborative effort, and the station is actively seeking people who want to be part of it. Whether you’re an experienced presenter or someone who has always wanted to try radio, there are opportunities to get involved. The project welcomes fresh voices, new ideas, and anyone with a passion for sharing stories or connecting with others.</p>
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<p><b>** Please also see additional Business Case</b></p>	<p>To find out more, visit <a href="http://www.meridian1.co.uk">www.meridian1.co.uk</a>.</p> <p>This August, the airwaves could once again belong to the community—starting right here in Melbourn.</p> <p>We are requesting the money to facilitate this 2 week broadcast, Money will be spent on the Ofcom license, Office Space and Onair Imaging. Everybody is a volunteer including the people running this.**</p>
<p>What will be the total cost of the above project?</p>	<p>£5500</p>
<p>If the total cost of the project is more than the grant, how will the residue be financed?</p>	<p>n/a</p>
<p>Have you applied for grant for the same project to another organisation? If so, which organisation and how much?</p>	<p>No n/a</p>
<p>Are 3<sup>rd</sup> parties necessary to deliver your project? If yes, please list them.</p>	<p>N/A</p>
<p>Who will benefit from the project?</p>	<p>All residents of Melbourn &amp; Surrounding Villages</p>
<p>Approximately how many of those who will benefit are parishioners? Please provide % numbers for beneficiaries within the Parish if known.</p>	<p>100%</p>

You may use a separate sheet of paper to submit any other information which you feel will support this application, please keep this information to 1 page.

**No Bank Statements currently available due to being a new project.**

Have you previously received a grant from MPC? Yes / **No**

# MELBOURN PARISH COUNCIL

Doc. No.: 4.03  
Version: 7  
Date approved: 30 July 2025  
Review date: July 2027

If yes, please give date.

If yes and within the previous 12 months, please confirm that the grant has been spent and provide a brief report.

Signed.....A J MACE.....Date: 20/4/2026

### **3<sup>rd</sup> parties**

I/we have been fully consulted about the role attributed to us in this proposal and agree to carry it out.

Name:

Organisation:

Name:

Organisation

## **Business Case**

### **Community Radio for North Herts & South Cambridgeshire**

#### **Building a Sustainable Future Beyond the Trial Broadcast**

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#### **Executive Summary**

The decline of genuinely local radio across South Cambridgeshire and North Hertfordshire has left a significant gap in community engagement, local storytelling, and grassroots representation. The acquisition and rebranding of Star Radio into Greatest Hits Radio marked the loss of a familiar and community-focused broadcasting service that many residents relied upon for local information, personalities, and connection.

This new radio initiative aims to restore that sense of local identity through a modern, community-led station based in Melbourn. Launching initially as a two-week trial broadcast beginning on 1 August, the project is designed not simply as a temporary event, but as the foundation for a sustainable full-time local radio service serving the wider region.

The trial period will demonstrate audience demand, establish operational workflows, build community partnerships, attract sponsors, and showcase the social value of truly local broadcasting. Following the trial, the project intends to transition into a permanent operation delivering locally produced programming, training opportunities, and community engagement throughout the year.

The station will operate with an estimated annual funding requirement of approximately £12,000, with the primary ongoing expense being studio premises and associated operational costs.

The project is supported by Adam Bostanci, who has backed the initiative and is actively helping develop opportunities for young people through collaboration with Melbourn Village College. This partnership aims to introduce pupils to broadcasting, media production, journalism, and creative communication, helping nurture future talent while strengthening community involvement.

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#### **Vision & Objectives**

##### **Vision**

To create a sustainable, community-driven local radio station that reconnects North Herts and South Cambridgeshire with genuinely local broadcasting, providing a platform for local voices, local stories, and local opportunities.

## **Key Objectives**

### **1. Restore Local Broadcasting**

Deliver radio programming that reflects the communities of Melbourn and the surrounding region, focusing on local news, events, music, culture, and discussion.

### **2. Build Community Participation**

Encourage residents, groups, charities, schools, and organisations to actively contribute content and shape programming.

### **3. Develop Young Talent**

Provide educational and creative opportunities for students through partnerships with local schools and colleges, including Melbourn Village College.

### **4. Establish Long-Term Sustainability**

Use the trial period to secure sponsors, funding partnerships, volunteer support, and audience engagement needed for permanent operation.

### **5. Create a Recognisable Local Brand**

Position the station as a trusted local media platform with strong community roots and regional relevance.

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## **The Opportunity**

### **Gap in the Market**

National consolidation of commercial radio has significantly reduced locally produced content across the region. Many former local stations now operate largely networked programming with limited local presence.

This creates a clear opportunity for:

- Hyperlocal news and information
- Community-focused broadcasting
- Local event promotion
- Independent music support
- Educational partnerships
- Volunteer and training opportunities
- Accessible local media representation

The audience appetite for local content remains strong, particularly among residents who value community identity and local relevance.

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### **Trial Broadcast Purpose**

The two-week launch broadcast serves several strategic purposes:

#### **Audience Validation**

Demonstrate that there is measurable demand for independent local radio programming.

#### **Sponsorship Development**

Provide proof-of-concept broadcasting to attract local businesses and long-term commercial partners.

#### **Community Engagement**

Build relationships with listeners, charities, schools, clubs, and local organisations.

#### **Talent Recruitment**

Identify presenters, producers, volunteers, and contributors interested in participating long-term.

#### **Technical & Operational Testing**

Evaluate studio workflows, scheduling, playout systems, streaming infrastructure, and DAB delivery.

#### **Brand Awareness**

Establish recognition for the station across North Herts and South Cambridgeshire.

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### **Post-Trial Business Strategy**

Following the initial two-week broadcast, the project intends to transition into a permanent community-focused operation.

#### **Phase 1: Consolidation (Months 1–3)**

Following the trial, the station will:

- Analyse listener feedback and audience metrics
- Formalise sponsorship packages
- Secure ongoing studio arrangements

- Expand volunteer recruitment
- Develop structured programming schedules
- Strengthen educational partnerships
- Establish governance and operational policies

### **Phase 2: Growth (Months 3–12)**

The station will then focus on:

- Regular live programming
- Expanded online streaming
- Long-term DAB opportunities
- Community event broadcasting
- Podcast and on-demand content
- Local advertising partnerships
- School and youth media programmes
- Charity collaborations

### **Phase 3: Long-Term Sustainability**

The long-term objective is to establish a recognised, financially stable local media platform that operates year-round and becomes embedded within the community.

Potential future developments include:

- Dedicated community newsroom
- Local sports coverage
- Outside broadcasts
- Training workshops
- Media apprenticeships
- Expanded digital content production

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## **Educational & Community Impact**

### **Partnership with Melbourn Village College**

A major strength of the project is the involvement and backing of Adam Bostanci, who supports the vision for rebuilding truly local radio and is actively assisting the station in developing opportunities for young people.

Through collaboration with Melbourn Village College, the project aims to introduce pupils to:

- Radio presenting
- Audio production
- Journalism
- Interviewing
- Media technology
- Content creation
- Digital broadcasting

This initiative provides practical skills, confidence-building opportunities, and direct industry exposure for students while helping cultivate the next generation of local broadcasters and media professionals.

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### **Volunteer-Led Community Model**

One of the project's greatest strengths is that it is entirely volunteer-led. At launch and throughout its planned long-term development, the station will operate without paid staff, with all presenters, producers, technical operators, and contributors giving their time voluntarily to support the community.

This volunteer model significantly reduces operating costs while ensuring the station remains genuinely community-focused rather than commercially driven. Every aspect of the station — from presenting programmes and producing content to promoting local events and supporting charities — will be powered by people who are passionate about local broadcasting and committed to serving the area.

The absence of paid staffing means that funding can be directed almost entirely toward essential operational requirements such as studio space, broadcast infrastructure, licensing, and equipment. With studio premises representing the single largest annual expense, the project's estimated yearly funding requirement remains modest at approximately £12,000.

The volunteer-led structure also creates wider community benefits by:

- Encouraging local participation and ownership

- Providing practical media experience and skills development
- Creating opportunities for people of all ages and backgrounds
- Supporting social connection and inclusion
- Allowing new presenters and creatives to gain real broadcasting experience

This approach reinforces the station’s core mission: to create authentic local radio made by the community, for the community.

## Financial Overview

### Estimated Annual Operating Requirement

Expense Area	Estimated Annual Cost
Studio Space & Utilities	£6,000–£7,000
Streaming & Broadcast Infrastructure	£1,500
DAB Carriage & Technical Services	£1,500
Equipment Maintenance & Upgrades	£1,000
Licensing & Insurance	£500
Marketing & Community Promotion	£500
Contingency	£1,000
<b>Total Estimated Annual Funding</b>	<b>Approx. £12,000</b>

## Funding Strategy

The station intends to operate through a blended funding model including:

### Sponsorship

Local businesses supporting programmes, events, or community segments.

### Community Partnerships

Collaborations with charities, schools, councils, and organisations.

### Donations & Supporters

Community fundraising and listener support schemes.

### Advertising

Carefully selected local advertising aligned with the station's community values.

## **Grants**

Potential eligibility for community media and educational funding initiatives.

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## **Why This Matters**

Local radio provides more than entertainment. It creates:

- Community identity
- Local accountability
- Social inclusion
- Educational opportunity
- Emergency communication capability
- Promotion of local business and culture

This project represents an opportunity to rebuild a form of local media that many communities feel has been lost.

By beginning with a focused two-week trial and building strategically toward permanence, the station can demonstrate both public value and long-term viability.

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## **Conclusion**

This project is not simply about launching another radio station. It is about restoring local connection, creating opportunity, and giving communities across North Herts and South Cambridgeshire a platform that genuinely reflects their identity.

With strong local support, educational involvement, community participation, and a realistic operational model requiring approximately £12,000 annually, the station has the potential to become a sustainable and valuable local institution.

The August trial broadcast is the first step toward building a long-term, community-owned voice for the region — starting in Melbourn and growing outward across the surrounding communities.