

Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Affinity Media NE CIC

Proposed service name:

Affinity Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

Tyneside Community Digital

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email):

Affinity Media NE CIC

59 Westoe RD

South Shields

NE33 4LU

TEL: 0300 302 0470 Email: admin@affinitymedia.uk

Publication date: 1 June 2021

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Affinity Media NE CIC

2.2 Company registration number stated on Companies House:

12134708

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

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

59 Westoe Road, South Shields, NE33 4LU

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

Yes

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

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

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

Full name	Kyle Scott
Job title	Director
Address	59 Westoe Road, South Shields NE33 4LU
Telephone	0300 302 0470
Mobile phone	07539226142
Email	kyle.scott@affinitymedia.uk

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

www.affinityradio.uk

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

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

Affinity Radio will be financed through community fundraising and funding applications via its parent company, Affinity Media NE CIC (formally known as Radio Shields NE Community Interest Company). The company already offers a service on the South Shields and Tynemouth DAB Multiplex, which has been running since December 2021 and is currently financially secure. This finance is met via government funding, grants, sponsorship, advertising and donations. Our South Shields service has secured sponsorship that will support the two community radio services.

Affinity Media NE CIC has secured funding from the local councils, Sir James Knott Trust, Northumbria Police and Crime Commissioner, Dogger Bank Windfarm, Inspire South Tyneside, and The Barbour Foundation. We're currently working on funding bids that will continue to support our Newcastle and Gateshead radio service. The company has secured two dedicated colleagues who apply for funding on the organisation's behalf.

Affinity Radio has already secured two sponsors, which are two local businesses in the Newcastle and Gateshead Areas. These include a popular entertainment venue for live music performances, a restaurant, café and takeaway, a children's home, and two Newcastle schools with which we are going to be working in partnership offering work experience, airtime to children and young people. Newcastle City Council have already approached Affinity Media to broadcast from local community festivals in the late summer of 2024.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Kyle Scott	59, Westoe Road South Shields NE33 4LU	UK	N/A	Education Manager/ Support Worker
Jade Rose Haley	59, Westoe Road South Shields NE33 4LU	UK	N/A	Office and Finance Manager
Wayne Pyle	Westoe RD, South Shields NE33 4LU	UK	N/A	Project Manager
Stephen Best	59, Westoe RD, South Shields NE33 4LU	UK	N/A	Family Support Worker
Mr Colin Rowell	59, Westoe RD, South Shields NE33 4LU	UK	N/A	Live Events Manager

2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				

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

Comments				

2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

2.13 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, and any affiliates of those bodies. An “officership” refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

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

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

2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

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

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

2.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	NO	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	NO NO	
A body whose objects are wholly or mainly of a religious nature; ²	NO	
An individual who is an officer of a body falling within (b) or (c);	NO	

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

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

Details of applications, licences and sanctions

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

No

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

Licence number	Name of multiplex

2.18 Has the applicant (i.e. the body corporate that will hold the licence) held an Ofcom broadcasting licence before?

Yes

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

Licence number	Name of service or multiplex
CDP103979BA/1	Radio Shields

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

Yes

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
18/08/2021	CDP103979BA/1	Radio Shields

2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

Yes

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

Licence number	Name of service or multiplex
CDP103979BA/1	Radio Shields

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

- 2.23 Is the applicant – or any person(s) controlling the applicant - subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No

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

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

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

No

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

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

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

No

If yes, please provide the following details:

C-DSP licence: Application form (Part A)

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

2.26 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

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

Your proposed service and target community

3.1 What is the proposed service name?

Affinity Radio

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

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

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

Pride Media Centre, Unit T1, Stonehills, Shields Road, Pelaw, Gateshead

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

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

Our vision for a cross platform community media service draws on Newcastle and Gateshead's history and culture of creativity and innovation. In music, art, design and manufacturing and the whole areas of Newcastle and Gateshead's authentic stories to tell of a rich and fascinating local heritage, a dynamic current environment full of talent and ambition, and exciting prospects for future development.

Our goal is to establish an inclusive and sustainable local radio station that shows what is vibrant and distinctive about Newcastle upon Tyne and Gateshead, that meets the public interest in local news and information, and that offers a platform for local opinion and creative expression. Affinity Radio will inform, educate and entertain. To these core purposes of public service broadcasting, we will add opportunities to participate - "Making Waves across Newcastle and Gateshead - Made by You" - providing public access to facilities, programme maker support, professional training and mentoring.

Broadcasting on DAB to Newcastle and Gateshead will allow local businesses, communities to come together to deliver a real local community radio service.

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

Affinity Radio will be run by volunteers. In the future, we aim to secure funding for such positions; Volunteer Coordinator and Business Development Manager. All money received, whether by monthly subs or advertising rates, Grant funding is strictly controlled and only used for purposes that would benefit the station i.e. equipment upgrades or payment of any service bills, running costs; rent and licences required to continue broadcasting. Affinity Media NE CIC holds this responsibility to ensure it is correctly administered.

Any payments out have to be signed by two authorised people and the money can't just be dipped into by unauthorised people. Any surplus generated will be invested in the organisation that delivers the service.

As set out in our business plan Affinity Media NE CIC will apply for funding for a Station Coordinator, support staff who would be employed as a community support worker to meet our companies aims and objectives.

Social gain

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

Our organisation provides a platform for local groups and societies to promote their events and organisations through us both on air, our website and on social media. We are also keen to get involved with community events and providing entertainment; Affinity Radio will specialise in its local and unique talent across Newcastle upon Tyne, Gateshead and the surrounding area already we have programmes in the pipeline that dedicate airtime for each musician, poet or whatever their talent to be heard on-air.

Affinity Radio will be located in within the Newcastle and Gateshead area therefore, we are happy to support local businesses and the local authorities getting their message across to our listeners.

Our focus on the Newcastle and Gateshead multiplex is to operate a service that welcomes all as mainstream community radio station.

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

All shows presented on Affinity Radio will be in a non-biased way and offer listeners various ways to interact and get involved in discussions & shows. These include the use of email, social media and a dedicated studio number and WhatsApp number. We also have regular studio guests from the community who get the chance to promote their own services on air no matter what they are. All presenters will adhere to Ofcom broadcasting code and our company policies and full training will be given so all volunteers remain non-biased throughout any discussions on live radio.

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

All volunteering roles with Affinity Radio is open to anyone in the community, and we have a range of volunteering roles including;

Station Manager

Programming Manager

Social Media Manager

Training Manager

Fundraising Manager

Presenters and Technicians

Our volunteers will be drawn from all backgrounds and walks of life, as well as presenting shows volunteers will be encouraged to go out into the communities of Newcastle and Gateshead and surrounding areas to report on local stores and engage with members of the public and other local businesses and community groups within the areas. This builds on developing strong relationships with the local authorities and other local providers in the transmission area.

A formal application process includes the following

Completion of an application form

Informed Interview and induction where full training for the role they have applied for.

DBS checks carried out by the local authority to ensure we are recruiting suitable people to work with us and in the communities that we serve.

The Training Module covered includes;

Induction to the organisation and our expectations and rules and policies.

Full Studio training, including Computer playout and software

Shadowing Managers and other presenters.

Our core management team of experienced volunteers who have worked in both community and commercial radio will be responsible for delivering the training to non-experienced volunteers.

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

We want to take part in as many community activities whether it be working with the local authorities, businesses or charities our slogan is "Making Waves across Newcastle and Gateshead" so no matter how big or small an event is we want to know about it, as it's important to us as a pillar of the local community. Affinity Media has already been asked by Newcastle City Council and other charities when we go on-air if we would attend their community event and broadcast live.

Any local business who is looking to launch, can contact us for promotional packages and we have the equipment and trained presenters available to provide live promotion on site with music. This includes a radio ad, promotional space on the station's website and social media.

Upon Success of our application to hold a CDSP for Newcastle and Gateshead our station would help launch businesses live onair and provide live entertainment.

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

We have members on our board of directors and management team whose profession is to coach and train and already working with the community. They are comfortable in analysing linguistic and practical techniques in order to enhance the customer/listener's experience with us.

Participation

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

The station is provided to the local community and is entirely reliant on volunteers to operate. The station broadcasts 24 hours a day, 7 days a week.

The core aims are:

- Be a source of entertainment and information for the communities in Newcastle upon Tyne, Gateshead and the surrounding areas,
- Provide a voice for local individuals, charities, organisations and good causes
- Give a platform to local performers and artistes
- Provide volunteering opportunities which encourage workplace and life skills for diverse communities across the area

We value equality, diversity and inclusion, encouraging people from all backgrounds to get involved with the station. We are developing links with local colleges and schools to involve young people in the station.

We provide high-quality, cost-free education projects and training, focusing on creative media production as well as key social and employment skills to the local community.

The station offers radio training as a route to gaining confidence and improving communications skills for the younger unemployed people locally across Newcastle and Gateshead. We welcome those considered as disenfranchised to inspire them to discover and maximise their abilities and increase their self-confidence.

We intend to undertake outside broadcasts across the transmission area which will highlight our commitment as a community broadcaster. We will showcase the fact that we are run by, and require, volunteers. Some of these broadcasts will take place from charities and local good causes, giving them a voice and a platform to a greater audience across the community on the airwaves.

The service is provided to the community and is reliant on volunteers to support the organisation and provide its broadcast services. Volunteering will continue to be open to all individuals from across Newcastle and Gateshead. However, this is subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training to meet their role.

A large variety of roles will be open to members of the target community (and others), including on-air presentation, production, programme scheduling, journalism, fundraising, engineering and technical, administration, finance, and promotion.

Affinity Media NE CIC already benefits from the experience and knowledge of our existing 43+ volunteers and we expect that this number will increase should a Newcastle and Gateshead CDSP radio licence be granted. There will also be opportunities to be part of the management team of the station for volunteers with the relevant skills that match with the job descriptions of the management roles.

The station also intends to actively encourage other organisations to get involved in its programming, whether as volunteers for the station or simply as guests on programmes. We are already in discussions with a number of organisations these include two schools and a number of charities to get their voices on-air.

We intend to promote getting involved with us via a number of platforms such as our website www.affinityradio.uk and www.affinitymedia.uk and through social media channels such as; Facebook, X and Instagram. Volunteer roles provide opportunities for members to develop technical skills and experience, build confidence and improve interpersonal skills, enhance skills in management, customer services and communication. We will also run regular volunteer with us adverts on-air as well as working with local volunteering organisations across Newcastle and Gateshead to promote this.

Our South Shields and Tynemouth service "Radio Shields" already works alongside The Customs House, which offers arts and entertainment for all, serving the residents of South Tyneside and beyond with a varied programme of live performance, cinema, visual arts and projects for children and young people. Affinity Radio will work alongside theatre and art centres such as Theatre Royal, Tyne Theatre and Opera House and The Glasshouse in Gateshead.

We aim to facilitate interested youth groups to attend an 'Open Session' or work with local schools to accommodate work experience, where they can get to see how our station works and become a presenter on a show. Similarly, as we develop our relationships with 'Hard to Reach' groups we will offer the opportunity to be involved in the creation of programmes specific to each group, particularly as they will have expert knowledge related to their individual position within the community.

Accountability

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

We are available for contact pretty much 24/7 via our studio phone lines/text or on our social media platforms such as WhatsApp, Facebook, Instagram and X. We also have a messaging service and ways to interact on our website.

Members of the public and the local community in Newcastle, Gateshead and beyond will be invited to give feedback at an open evening once a year. The open evening will consist of all the upcoming and future plans of the station as we develop. We will also send out surveys into the community asking them to provide feedback on our service.

This may be done physically or online, the website or via social media.

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

All comments are gratefully received no matter what they are as the enjoyment of the listeners is why we do what we do.

Any complaints will be discussed by the management team, directors and trustees and relevant steps taken to solve any issues arising as soon as possible.

All comments made by our target audience will be discussed at our recorded monthly meetings and we shall post the outcome of the discussed point on our social media page

Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

C-DSP licence: Application form (Part A)

Licensed Service	Service Description	Transmission Schedule	Multiplex
Affinity Radio	<p>Affinity Radio serves the residents and workers of Newcastle upon Tyne and Gateshead (the “target community”) by broadcasting local community news, engaging with the community and playing a wide range of music to suit all members of the community</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p> <ul style="list-style-type: none"> • the facilitation of discussion and the expression of opinion, • the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and • the better understanding of the particular community and the strengthening of links within it. <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>	TBC	<p><TYNESIDE COMMUNITY DIGITAL>: Small Scale DAB for Newcastle and Gateshead</p>

4. Compliance of the service

About this section

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

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

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

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

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Kyle Scott, Jade Haley, Stehen Best, Wayne Pyle and Colin Rowell Directors of Affinity Media NE CIC will have access to these documents and will impart any information to our members about the content. Kyle has over 19 years of broadcasting experiences and understands Ofcom's broadcast code and key commitments from previous community radio station involvement. Individuals wishing to participate with us will need to understanding Ofcom's broadcast codes and key commitments this will be made visible to all volunteers participating within the station.

Co-Directors and future managers will be trained on the relevant points of these documents also. Kyle is trained in media studies as well as other members of the trustee's team who will assist the organisation in these areas. The organisation has appointed a volunteer to act as compliance officer who will ensure that compliance of all broadcasts is met and will obtain relevant logs as required.

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

The Station Manager and Chairman founded the organisation in 2019. He is the designated Relevant Person. He has 19 years of experience in a variety of roles gained at community radio stations across the North East. In that time, he has developed a thorough knowledge of OFCOM regulations, law as it applies to broadcasters and the day-to-day management of a community radio station. The Relevant Person has assembled a core team of experienced volunteers who assist him with the strategic and day to day management of the radio station. Their specific expertise is in radio programming, media law, OFCOM regulations and technical support.

He is experienced in training and managing teams of volunteers, giving particular attention to compliance and legal issues as they relate to broadcasting. He also has a wide technical knowledge and is able to maintain and update the broadcast and IT systems. The chairman has media qualifications where he gained the knowledge and experience to enable him to run a community radio station. This was completed in 2012 and is relevant to the newly CDSP license. We have experience running an Ofcom licenced radio station which is called Radio Shields and runs on the South Shields, Tynemouth SCDAB multiplex.

These include:

- Ofcom regulations and how they affect our station
- Retention of recordings broadcast for 42 days
- Programme content - specifically offensive language, religion, taste and decency etc.
- Annual licence fees (PRS & PPL)
- Complaint handling
- Advertising and Promotion
- Election rules for broadcasters
- Obituary and major story procedures

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Four named Directors

These individuals are the named directors for the company of Affinity Media NE CIC which is listed on Companies House. They perform the statutory roles of a company director and are responsible for the South Shields and Tynemouth SCDAB service; Radio Shields and will be responsible for the Newcastle & Gateshead service; Affinity Radio.

Social Media Manager

A social media manager will manage our online presence by developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns. This covers Facebook, X and Instagram.

Programme Manager

The programme manager will plan and develop the schedule of programmes for the station in conjunction with the Station Manager. They will ensure that station output complies with the policy guidelines agreed with this our community radio policies and are in line with the relevant Ofcom Broadcasting code of conduct

Music Manager

The music manager will work alongside the programme manager and will ensure that all audio is vetted before it plays on the station.

Producers

Producers work with the presenter to research for content and ensure that we engage with our local community and make sure that shows are engaging with the listeners.

Finance Manager

The finance manager will work alongside the stations directors to make sure that the finances are correctly managed.

Compliance Manager

The compliance manager will work alongside the programming and music manager and will be overseen by the board of directors to ensure full compliance is met for every broadcast. They will be responsible for ensuring that all logs of what has been aired is logged and updated on the compliance spreadsheet along with declaration forms for all volunteers and Media release forms for any guest speakers.

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

Our volunteers will be drawn from all background of the communities across Newcastle and Gateshead including; hairdressers, professional managers, disabled people, university students and more.

Our volunteer programme helps more people to reach their potential, by supporting them at the earliest possible stage. This is completed via visibility and participation in the local area.

All volunteers will be provided with induction training and all necessary training for the relevant role with Affinity Radio. Any roles that are related to on-air work, volunteers will be trained using our studio equipment, general presentation and interviewing skills mentored by an experienced journalist.

This training will be led by our organisation training manager and some of the stations more experienced volunteers.

The timescale of training depends on each individual volunteer and their outside commitments, but we expect most new volunteers to complete their training within 3-4 weeks.

All staff and volunteers are required to read and agree on the station's rules/handbook and procedures guide, which sets out the rules and procedures they are required to adhere to when broadcasting and involved in our organisation. This document is covered during training for new members and its available to all presenters in the studio and via its communication portal.

The broadcasting Code is also covered during training and a link to Ofcom website is available at the stations volunteer handbook which is in the studio at all times.

There is on-going monitoring of shows plus on-going training in-house with a minimum of 2 presenter refresher sessions each year.

Affinity Media NE CIC has its own HR and has a number of training resources on the portal to ensure the safety of all volunteers.

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

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

The stations Manager, programme manager and compliance manager are responsible for ensuring that programming commitments are being kept to and will keep ongoing records of what the station has done to fulfil its commitments.

The station will log all show/programmes either a log sheet in either computer and/ or paper copies are kept for archived purposes.

All audio is logged onto our systems and is retained for archived purposes. Affinity Radio will log both Studio Output and DAB output.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

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

The station keeps all show / programme log sheets in either computer and / or paper copies are kept for archive purposes.

All our audio is logged onto our systems and is retained for achieved purposes.

The management team is fully briefed on the content of Ofcom's broadcasting code and it is a core part of the training which all volunteers must complete before producing content for the radio station or the social media channels.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

Affinity Radio will be making sure that all automated and pre-recorded shows and upcoming presenters will be properly vetted as we will request a sample show to be sent to us first and we can either accept or decline the show if it does not meet Ofcom standards.

We will be encouraging that presenters will be listen in to each other's shows in order to prevent any breach of policy and any music that is found to be unsuitable for broadcasting will be highlighted by the presenter and will be removed immediately. There will be a vetting process of the music on the system to try and prevent this from happening, this is why we now have a dedicated volunteer who ensures our music is correctly vetted

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

The responsible person, company directors and experienced members of the team will ensure that compliance is met within our key commitments and will meet as a management team at least once a month to discuss how the community radio station is doing, and what it can do to better the station, and volunteers within it.

Our Programme Manager will be responsible for ensuring that programming commitments are being kept to and will ensure that all output from the station is recorded and kept for a period of 42 days from the day of broadcast.

The station Manager and Program Manager will have regular programme meetings each week and monitor the stations output and keep ongoing records of what the station has done to fulfil its commitments.

We keep records of our interviews that we have broadcast and the files are logged for many of these programmes and then retained for archive purposes.

Community interviews will also be published on our website and be retained as part of the website archive to demonstrate how we have fulfilled our commitment.

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

All presenters will be briefed on the procedures and ongoing training will be provided as well as presenters monitored on all levels.

We will also hold regular presenter training and quality control measures.

We will also have regular station meeting where all presenters will be kept up to date on all of the findings.

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

Our output is 100% English speaking; however, we live in a very diverse area and will welcome individuals whose first language may not be English.

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.
Please do not give names of individual members of staff.

N/A

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

ence Ofcom's judgement as to whether the directors and any other individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

KYLE SCOTT

Date of application:

08/05/2024

I am authorised to make this application on behalf of the applicant in my capacity as Company Director

Company secretary / **company director** / designated member (in the case of a Limited Liability Partnership)

You also need to complete the [confidential section \(Part B\) of the application form](#)