
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):

WATERFRONT MEDIA C.I.C

Proposed service name:

BLACK COUNTRY XTRA

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)

DUDLEY & STOURBRIDGE

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

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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 properness to hold a C-DSP licence.

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

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

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

Applicant information and contact details

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

WATERFRONT MEDIA C.I.C

2.2 Company registration number stated on Companies House:

05660740

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:

PLATINUM HOUSE, PLATTS ROAD, STOURBRIDGE, DY8 4YR

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

Yes/No (delete as appropriate)

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

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

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

Full name	DAVID BROWNHILL
Job title	STATION DIRECTOR
Address	WATERFRONT MEDIA C.I.C, PLATINUM HOUSE, PLATTS ROAD, STOURBRIDGE, WEST MIDLANDS, DY8 4YR
Telephone	01384 565646
Mobile phone	07970 688645
Email	dave.brownhill@blackcountryradio.co.uk

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

WWW.BLACKCOUNTRYRADIO.CO.UK

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

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

Black Country Xtra will be funded through grants, donations, fundraising and support from Waterfront Media C.I.C.

In addition, advertising packages will be offered to existing advertisers of Black Country Radio to also broadcast their adverts on Black Country Xtra.

Waterfront Media C.I.C. has a proven track record of sourcing grant funding, having recently raised over £90,000 for equipment to fund state-of-the-art studios for both Black Country Radio and Black Country Xtra.

Even without the aforementioned, Waterfront Media C.I.C.'s current turnover is more than sufficient to sustain Black Country Xtra's service, including carriage costs for the local DAB multiplex.

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
DAVID BROWNHILL	96 Trefoil Gardens, Amblecote, Stourbridge, England, DY8 4DY	UK	MASONIC HALL (WEST BROMWICH) LIMITED DIRECTOR	
KEITH HORSFALL	6 Cathcart Road, Stourbridge, West Midlands, England, DY8 3UZ	UK	YOUNG ORCHESTRAS COMMUNITY INTEREST COMPANY DIRECTOR LEAPS AND BOUNDS TRUST - INSPIRING CHANGE LTD SECRETARY	

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

ALEX TOTNEY	10 Cherrington Gardens, Pedmore, Stourbridge, West Midlands, DY9 0QB	UK		
THOMAS WALKER	21 Lime Tree Gardens, Codsall, Wolverhampton, England, WV8 1NR	UK	SANDBEDS ROAD RESIDENTS' ASSO- CIATION LIMITED DIRECTOR	
ZYLLAH MORANNE- BROWN	150 Spies Lane, Halesowen, England, B62 9SR	UK	ZEVOLUTION LIM- ITED DIRECTOR	
KAREN GARRY	5 Red Hill, Stourbridge, England, DY8 1NA	UK		

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				
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
DAVID BROWNHILL	96 Trefoil Gardens, Amblecote, Stourbridge, England, DY8 4DY	NONE
KEITH HORSFALL	6 Cathcart Road, Stourbridge, West Midlands, England, DY8 3UZ	NONE
ALEX TOTNEY	10 Cherrington Gardens, Pedmore, Stourbridge, West Midlands, DY9 0QB	NONE
THOMAS WALKER	21 Lime Tree Gardens, Codsall, Wolverhampton, England, WV8 1NR	NONE
ZYLLAH MORANNE-BROWN	150 Spies Lane, Halesowen, England, B62 9SR	NONE
KAREN GARRY	5 Red Hill, Stourbridge, England, DY8 1NA	NONE

- 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 of- ficership held	Affiliates of that body

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 corpo- rate 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% partici- pant	Number of shares	Total invest- ment (£s)	Total invest- ment (%)	% 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	
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	
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? **YES**

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

Licence number	Name of multiplex
CR000041	BLACK COUNTRY RADIO

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.

DP101118BA/1	BLACK COUNTRY RADIO TRIAL BIRMINGHAM

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

YES (All licences are active as above)

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

Licence number	Name of service or multiplex

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 (All licenses are active as above)

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

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

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

Yes (All Licences are active as above)

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

Licence number	Name of service or multiplex

- 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”)?

Yes (All licences are active as above)

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:

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”.

The applicant, and directors of it, have operated the Ofcom-licensed Community Radio Station Black Country Radio for fifteen years, and have an unblemished record. We do not consider there are any matters which would prevent Ofcom from finding Black Country Xtra to hold a C-DSP licence.

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?

BLACK COUNTRY XTRA

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.

DUDLEY & STOURBRIDGE

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.

CABLE PLAZA, WATERFRONT WEST, BRIERLEY HILL, WEST MIDLANDS DY5 1LW

- 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.

N/A (The service currently operates online only)

- 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.**

Black Country Xtra provides a community-based information and support service aimed at the people of the Dudley and Stourbridge area, targeting communities which are often underserved and covering topics which are often not extensively covered by existing broadcasters, maximising social gain.

Due to the specialist nature and breadth of Black Country Xtra's programming, individual programmes, rather than the station as a whole, target a specific audience, broadcasting content focused on tackling local issues, primarily within the adult population.

According to the Office of National Statistics, the Dudley borough, which the service will broadcast to – including the towns of Brierley Hill, Dudley, Halesowen, Kingswinford and Stourbridge – is ranked as the 64th most income-deprived area in the UK, affecting 15.6% of the population, especially in the northern half of the borough.

Through our partnership with Resonance, a local music education charity whose premises host Black Country Xtra, we have access to a variety of training rooms and facilities ideally suited to providing training programmes aimed at multiple age groups, including younger people, and to provide projects in tandem with Resonance, other educational establishments, Dudley Council and the local voluntary sector council, DCVS.

Black Country Xtra also has a number of younger volunteers aged in their late teens and early 20s taking on active roles within the radio station.

Its broadcast service helps those in need, delivering positive outcomes for both listeners and the volunteers who provide the service.

We have broadcast online via Black Country Radio's website for over a year. Being able to broadcast on the Local DAB multiplex will significantly help Black Country Xtra's reach, vastly increasing its potential social gain impact.

- 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.**

The directors of Waterfront Media CIC, which will operate Black Country Xtra, are already responsible for overseeing the running of Black Country Radio, which has served the local community since 2008 under its FM community radio licence.

As a result, the organisation already has a proven track record of providing a not-for-profit radio broadcasting service to the local area.

Waterfront Media CIC is a company limited by guarantee without a share capital, ensuring its not-for-profit operation.

Surplus funds generated by Black Country Radio, along with additional grant funding, provided the start-up capital for Black Country Xtra to begin operating online in 2021 as a distinct service in order to increase the organisation's delivery of social gain.

Due to the nature of Black Country Xtra's programming, we are confident that it will be attractive to grant funding providers which will help to sustain its running costs.

In addition, commercial advertising packages on Black Country Radio's existing community radio service will be extendable to run on Black Country Xtra as well, and Waterfront Media CIC will ensure these are costed separately so that Black Country Xtra is allocated a reflected share of such income.

Any income generated by Black Country Xtra will be reinvested to pay for the running costs of the service, with any surplus used to purchase additional equipment, upgrade existing facilities, developing new projects, or invest in promotion and marketing opportunities to further increase potential social gain by raising awareness of the service.

Compliance will be ensured by the organisation's Finance Director, with oversight of this provided by the Board of Directors.

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.**

Black Country Xtra focuses on serious issues including domestic violence, adult learning difficulties, children's services, mental health, poverty, financial management, universal credit and unemployment, promoting good causes, arts, history, heritage and grassroots sport, empowering individuals, especially those suffering hardship.

Many programmes, especially during daytimes, are speech-based.

While sister-station Black Country Radio broadcasts a service aimed at 35 to 55-year-olds, provided mainly by solo presenters in formatted programmes, Black Country Xtra's programming is distinct, as organisations who specialise in the topics covered often form part of the presentation team, allowing them to provide first-hand support to listeners.

By its very nature, its programming is less formatted and members of the community are encouraged to join to contribute to programmes on a more informal basis, with less commitment as a result of the more collaborative, team-based approach, compared to the 'solo, formatted' style of Black Country Radio.

Those with a particular interest in, or experience of, topics including, for example, mental health and domestic violence, are encouraged to join to speak about their experiences and present programmes to help listeners who may be experiencing similar challenges.

Volunteers who, for whatever reason, do not feel they have the wherewithal to produce and broadcast solo shows can contribute, regardless of skillset, further increasing Black Country Xtra's reach into underserved areas of the community.

As a result, local organisations looking to get their message across to those in need have a regular opportunity to broadcast relevant programming, promoting those organisations more widely.

We aim to utilise Black Country Xtra to accommodate additional sports programming where programming clashes with our FM service, Black Country Radio.

Black Country Xtra has already been running as an online-only station for over a year. Some of the organisations involved in the running of the service have provided the following quotes to demonstrate the social gain outcomes it is already delivering.

Evidence

"Our [Black Country Xtra] show 'LookUp Brierley Hill' has allowed us to focus on issues like lack of library use, promoting activities and access to events, what is going on in Brierley Hill and the answers to why changes are happening in the town."

Frank Chamberlain, Cultural Consortium Project Co-Ordinator, Brierley Hill Community Forum

"We were invited to record a series of programs [prior] to Alcohol Awareness Week, an initiative supported by the NHS and a number of charities, with individuals sharing their stories... Without doubt the participation in these shows has resulted in attracting newcomers to our organisation and given hope to them and their families."

David Irvin, Alcoholics Anonymous

“Having the opportunity to host a show on the radio has been an amazing experience for all the members at Discover U! It has improved their confidence immensely and it has also been a great platform for us as a charity. We really appreciate the fact that the radio gives the members who are adults with disabilities and learning difficulties a chance to shine.”

Carly McNulty, Operations Manager, Discover U

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

We provide training to individuals who will lead teams to present programmes, mainly on a weekly basis, which tackle a range of pre-agreed local topics in order to disseminate informative, useful and actionable help to the local community.

Rather than one programme covering a multitude of topics, Black Country Xtra’s philosophy is that the topic *is* the programme, so individual programmes wholly dedicated to specific local socio-economic issues will be broadcast regularly.

Furthermore, we actively encourage members of the community to get involved in the running of the service as volunteers, providing companionship and a new social network to isolated people.

We ensure that all members are fully versed in the Ofcom Broadcasting Code and applicable legislation.

Through our close links with Dudley Council and the local voluntary sector council, DCVS, as well as other local authorities and elected officials, we will aim to further identify additional programming topics and areas of the community which are underserved by existing broadcasters, for which there is a need locally.

- 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**.

The nature of Black Country Xtra's service means that members of the community, including listeners, are openly encouraged to join the service to participate in its programming, either on a one-off, informal or regular basis.

Through Black Country Radio, the organisation already has an open policy for volunteering, applications for which can be submitted via our website. For those without internet access, an application can be requested by post by telephoning the radio station.

Because a lot of Black Country Xtra's programming is a collaborative effort, not all applicants require a particular skillset and can be found roles within existing teams to contribute to particular programmes of interest to them.

For positions which require a specific skillset, we identify the relevant attributes of the applicant and then identify opportunities within the organisation that fit their wants and skills, providing additional training to ensure they fulfil their potential.

In addition, because many of Black Country Xtra's programmes are led by local community organisations, these organisations will naturally be in a position to recruit additional volunteers through their own work within the community outside of the radio station.

Our studios are based at Resonance, a charitable organisation which operates a music college within the same building, providing a natural venue in which training and other related projects can take place.

This also means we have the available space for the community to use on a pre-agreed basis, enabling the production of independent music, podcasts, showreels and other programming not created by the radio station itself.

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.**

The radio station educates and inform the local community in a wide range of topics and issues which are prevalent within the local area.

By broadcasting community-focussed programming, our volunteers help local organisations raise awareness of their services and the help they can offer, as well as raising awareness of significant problems within the local community, including mental health and poverty.

In recent years, there has been a resurgence of the 'Black Country' identity within the local area, especially within the Dudley borough, and we will position Black Country Xtra as a local leader and focal point in uniting the community by helping to tackle socio-economic and political problems.

We liaise regularly with local authorities, other charities and like-minded organisations to determine topics and programmes of interest and to explore joint projects to help those in need within the local community.

We also utilise Black Country Radio's existing strong links with local MPs, councillors and council officials to refer matters of concern to them, where appropriate, as well as exploring joint projects and alliances that are of benefit to the local community through roadshows, outside broadcasts, promotional activities and coverage, both on-air and on our website and social media channels.

- 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.**

The directors of Waterfront Media C.I.C. have been involved in community projects for decades.

One director is a trustee of several charities and CICs, is a former trustee of the Royal Society of Arts and has extensive senior managerial experience in education at national, international and regional level as well as in community-based arts and culture development projects that specifically target disadvantaged elements of society (e.g. young people and those living with dementia).

Another director's involvement in hospital radio dates back to the 1970s, while another has been involved in hospital and community radio for 25 years.

Indeed, the organisation itself has its roots in two local hospital radio stations based at Russells Hall Hospital and the now defunct Wordsley Hospital.

Although Black Country Xtra has its own contingent of volunteers, they are supported by the management and production talent of Black Country Radio, which has broadcast on FM for nearly 15 years and has volunteers who have been involved in the service's provision for all of that time.

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.**

Black Country Xtra already offers a wide range of volunteering opportunities, offering an open policy to recruitment where members of the community can apply to join the station at any time.

We also advertise for specific volunteer roles when required and will also run regular promotional trails on-air and via our social media channels, to recruit new volunteers.

We aim to utilise Black Country Radio's existing structures to provide educational and training projects, offering guidance to individuals on programme-making, production, news and journalism, music, sports programming, administration, technical engineering and roadshows, including outside broadcasts.

We already offer an open invitation for members of the community to join the service and ensure that organisations that contribute to Black Country Xtra's existing online programming are also actively seeking new volunteers to help improve our coverage of important topics within the community and, as a result, increase social gain.

As the organisation continues to evolve, existing management routinely identify volunteers who are deemed suitable to hold more senior positions within the organisation which match their skillset and level of expertise in a particular area.

We hold regular meetings and have regular review periods for station policies and procedures to ensure these are kept up to date and continue to be suited to our ever-evolving organisation.

Accountability

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

Black Country Xtra will invite regular participation from its listeners and feedback from stakeholders, such as local authorities, support organisations and charities, to ensure it is meeting the needs of the community.

Furthermore, we will actively encourage and invite feedback from listeners via a range of methods, including our website, social media channels (especially Facebook and Twitter), as well as by SMS text message, telephone and post, to ensure we are taking on board their feedback.

It is key to the service's success and sustainability that Black Country Xtra remains relevant to the community, so we will aim to value and review all feedback and ensure that all reasonable suggestions are accommodated to the fullest extent possible.

Furthermore, in line with the open access, collaborative ethos of Black Country Xtra, we will aim to invite suitable people who contact the service to take part and contribute to our programming, whether on an ad-hoc or more formal basis, subject to our training policies as required.

We will also aim to attend various community events in-person to that feedback can be sought directly from listeners.

- 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.**

Black Country Xtra will invite regular participation from its listeners and feedback from stakeholders within the community, such as local authorities, support organisations and charities, to ensure it is meeting the needs of the local community.

We take complaints very seriously and will set out a full complaints procedure, where necessary undertaking investigations and providing a formal response to all complainants and, where relevant, informing them of their right to contact Ofcom if they are not satisfied with our response.

All volunteers are bound by a Code of Conduct and are expected to adhere to a multitude of policies and procedures to protect the organisation and its members, and to ensure compliance with relevant legislation and broadcasting codes.

We will also maintain an active physical presence in the local community by attending roadshows and events, which can be useful for talking directly to listeners and taking their feedback onboard.

Draft Key Commitments

- 3.15 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

Li-censed Service	Service Description	Transmission Schedule	Multiplex
Black Country Xtra	<p>Black Country Xtra is a radio service intended to serve the community in Dudley and Stourbridge.</p> <p>It aims to provide informative, specialised programming, some of it heavily speech-based, to discuss, inform and educate the local area in a range of socio-economic issues, health and wellbeing, the arts, history and heritage to provide significant social gain.</p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> - Music – providing a platform for local unsigned artists to showcase their music. Other genres include popular music from the last six decades and occasional specialist music programming - Speech – speech programming focusing heavily on specific socio-economic issues, discussion of relevant topics of interest within the community and promotion of local history and the arts - Original output will be provided for a minimum of 8 hours per day - Locally-produced output will be provided for a minimum of 8 hours per day <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>	Monday to Sunday, 24 hours a day	Dudley and Stourbridge

	<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>		
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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).

The directors of Waterfront Media C.I.C. hold overall responsibility for the compliance of the service, led by David Brownhill as Station Director.

Keith Horsfall, as Chairman, is responsible for the Board of Directors.

All directors whose remit is linked to the organisation's programming are well versed in the Ofcom Broadcasting Code and associated guidance.

One director, Alex Totney, is a former News Editor of two commercial radio stations and hold a Masters' Degree in Radio Journalism, which includes formal qualifications in Media Law and Media Ethics, accredited by Broadcast Journalism Training Council (BJTC) and the National Council for the Training of Journalists (NCTJ), awarded in 2012.

Two volunteers, Paul Jenkins and James Vukmirovic, are active professional newspaper journalists with equivalent law qualifications.

In addition, the organisation has its own guidance as part of its programming policies which are given to all volunteers, outlining the basics of media law and the Broadcasting Code in an easy-to-digest format to ensure understanding and compliance on the part of all broadcasters.

- 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 over-all responsibility for compliance of the service) has with respect to the relevant codes and rules.

Compliance: Station Director

The Station Director is ultimately responsible for compliance at the station, dealing with complaints about such issues.

Compliance Remedial Training

Any subsequent remedial training will usually be handled by appointed persons within the organisation who have relevant professional experience in compliance with the Ofcom Broadcasting Code and who hold relevant professional qualifications in media law.

Compliance Monitoring

The Board of Directors are all trained to a level of understanding of the Ofcom Broadcasting Code and media law and asked to report any compliance issues. In addition, the radio station has an open reporting policy so that any volunteer can feel comfortable coming forward to report any suspected compliance issues so it can be quickly investigated and rectified as appropriate.

- 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.

Head of Training

Induction

An induction process follows the arrival of all new volunteers joining the organisation. During this process, the importance of rules, regulations and legislation, in particular, the Ofcom Broadcasting Code and media law are brought to volunteers' attention.

Each volunteer is given a copy of the organisation's Handbook, which contains easy-to-digest information of the above, in addition to the organisation's own policies and procedures, which cover a wide range of topics, including discrimination and Health & Safety.

Training

A dedicated individual manages the training of all new broadcasters, including lead presenters and technical operators (i.e. those charged with operating technical equipment (such as the mixer) to ensure a good understanding of the Ofcom Broadcasting Code and media law, in particular focusing on the areas of libel, commercial placement and protection of children, as well as the organisation's own policies and procedures.

Head of Programming

Ongoing Compliance

The Head of Programming (supported by the Station Director and other members of the Board as required) ensures ongoing compliance and guidance is given to volunteers, as well as carefully vetting programming participants, such as guests broadcasting as interviewees, who are not formally part of the station.

Where mistakes occur, individuals are re-trained as appropriate to ensure compliance.

Board of Directors

Regular Review

The radio station's guidance, policies and procedures are subject to regular review by the Board of Directors to ensure they remain fit for purpose. There is an open-door policy of feedback across the organisation to ensure that any compliance issues are reported and dealt with as appropriate. Where such incidents occur, subsequent discussions focus on where improvements can be made to further ensure compliance with all applicable broadcasting regulations.

- 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.

As stated above, several individuals on the Board of Directors are well versed in the Ofcom Broadcasting Code, media law, media ethics or hold formal qualifications in these areas, with several individuals at the station having amassed years of professional broadcasting experience in presentation and journalism.

The organisation gives a copy of its handbook to all new volunteers, which includes an easy-to-digest version of the Ofcom Broadcasting Code and the basics of media law.

Throughout the induction and training process, a dedicated volunteer ensures there is a good level of understanding on the part of all new volunteers, and this is followed through by appointed individuals on an ongoing basis once the volunteer begins broadcasting on-air.

- 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.

All volunteers will be given mandatory training on all matters of organisational policy, as per its Handbook.

In addition, all volunteers who will be performing broadcasting roles will be given dedicated training on the Ofcom Broadcasting Code, media law and ethics.

While we do not necessarily give broadcast-specific training to non-broadcast volunteers, they are also encouraged to gain an understanding in broadcast regulation and are provided with such guidance as part of the Handbook.

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).

4.7 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.

During training, Waterfront Media CIC makes clear to all broadcasters that they must take responsibility for the compliance of their content.

Where programmes are presented by teams, an individual is nominated to act in a 'moderator' role to ensure compliance and must immediately correct, on-air, any compliance breach, including an apology to listeners where appropriate, while any such incident must be immediately reported to relevant management members.

We have set policies and procedures at the station encouraging an 'open line' to the management for volunteers to report any situation in which they feel a compliance breach may have occurred, and portray such an 'open line' system as being a positive policy which in the best interests of the station, its volunteers, our listeners and even the individual of the alleged breach.

We also operate a policy of 'if in doubt, leave it out' to ensure an abundance of caution is always taken.

While we do not 'ban' individuals from discussing politics on-air, we ensure that those who do are especially well-versed with broadcasting rules on impartiality.

The organisation circulates special procedures on political coverage in the run up to elections and referendums, as well as implementing a blanket ban on political coverage, outside of news bulletins, while polling stations are open.

4.8 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.

Much like our live programming, all individuals providing pre-recorded content is expected to possess a high amount of knowledge on Ofcom's codes, rules and media law.

We will always fully vet pre-recorded content of all new broadcasters until the management has confidence that the broadcaster has a good regulatory understanding, though any pre-recorded content will be periodically checked by a process of 'random sampling' prior to broadcast.

Any material that is provided by third-party sources will be extensively screened, with certain exceptions granted to a trusted, reputable broadcasting corporations.

- 4.9 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 Station Director will regularly meet with the programming management to ensure that its key commitments are being adhered to at all times.

The Board of Directors will consider any changes which may need to be made to its key commitments from time to time and, if so, appoint an individual to submit a request to Ofcom to amend them.

Our key commitments are easily measurable and flexible to ensure that Black Country Xtra has the necessary freedom to change its programming to suit the needs of the community, as well as broadcast certain programming in a scheduled series as required, ensuring that it maximises its potential to deliver on its social gain objectives.

- 4.10 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.

The Station Director is responsible for ensuring that the station meets its key commitments and may take steps to do this in tandem with other management team members of the Board of Directors as appropriate.

The station's off-air social gain objectives relate to having a regular presence within the community, targeting recruitment through partner organisations' own activities and carrying out training programmes and educational partnerships to the community as a whole.

Heads of relevant departments will, on a quarterly basis, update the Station Director with figures relating to the above activities to ensure we are complying with our key commitments.

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

English.

Any material broadcast in languages other than English will be extremely rare events or features for which there will be significant editorial justification and, in such an event, a full English translation will be provided by a trusted individual fluent in the applicable language.

4.12 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.

All of the compliance team (four volunteers) are fluent in English

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

DAVID MICHAEL BROWNHILL

Date of application:

19/10/2022

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

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](#)