



# Community Digital Sound Programme (C-DSP) licence

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## Application form – Part A (public)

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

Poppyland Community Radio

Proposed service name:

Poppyland Community 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)

Norwich

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

Adam Wood - Poppyland Community Radio | Northrepps Village Hall, School Lane,  
Northrepps, Norfolk. NR27 0LB  
studio@poppylandradio.co.uk

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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](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.

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.

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.

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.

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).

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

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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.

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

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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.

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](mailto:broadcast.licensing@ofcom.org.uk)).

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.

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

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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

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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.

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):

Poppyland Community Radio

2.2 Company registration number stated on Companies House:

13727596

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:

n/a

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

☒ Yes ☐ No

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	Adam Wood
Job title	Technical Director
Address	24 Church Street, Northrepps, Norfolk NR27 0AA
Telephone	07881520348
Mobile	07881520348
Email	adam.wood@poppylandradio.co.uk

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

[www.poppylandradio.co.uk](http://www.poppylandradio.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.

Poppyland Community Radio is a commercial radio station broadcasting truly local content, connecting and interacting uniquely with the North Norfolk audience. We are a community interest company. Our current operational costs are covered by revenue from station and show sponsorship, we have included the SSDAB license in our business plan.

## 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Adam Wood	Northrepps Village Hall, School Lane, Northrepps, Norfolk. NR27 0LB	UK	Director	Technical Director
Mike Goldwater	Northrepps Village Hall, School Lane, Northrepps, Norfolk. NR27 0LB	UK	Director	Marketing Director
Will Wilson	Northrepps Village Hall, School Lane, Northrepps, Norfolk. NR27 0LB	UK	Director	Station Manager & Managing Director

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 pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
n/a				
Comments				
n/a				

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

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

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<sup>2</sup> 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.

### 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?

☐

☐ No

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?

☐

☐ No

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?

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No

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”)?

☐

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:

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 simul-cast 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?

Poppyland Community 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.

Norwich

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 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

c/o, Northrepps Village Hall, School Lane, Northrepps, Cromer NR27 0LB

Secondary Studio:  
Poppyland Radio - Studio 5  
c/o Lab Media  
Carrowbreck House  
Carrowbreck Road  
Hellesdon  
NR6 5FA

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<sup>3</sup> 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.

- 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

- 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 cover-age area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**



The proposed service will serve the area of North Norfolk and Broadland as shown on the map drawn from the Census 2021 [North Norfolk UK locator map](#) & [Broadland UK locator map](#). The population of North Norfolk is approx. 103,257 with approx. 132,247 in Broadland.

The 2021 census results found that the local authority area;

- North Norfolk – had one of the highest proportions of population over 65, at 33.5%.
- Broadland – has higher than average proportions of population over 65, at 25.9%.

An older North Norfolk & Broadland

- Between the last two censuses, the average (median) age of North Norfolk and Broadland increased by three years, from 51 to 54 years of age.
- North Norfolk & Broadland has the highest average (median) age in England. Across the country, the overall average (median) age was 40 years of age in 2021.
- The median age is the age of the person in the middle of the group, meaning that one half of the group is younger than that person and the other half is older.
- The number of people aged 65 to 74 years rose by just under 3,000 (an increase of 20.1%), while the number of residents between 35 and 49 years fell by just under 2,900 (16.5% decrease).



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.**

Robust financial controls and monitoring were established at launch and remain to this day. Additional safeguards will be implemented as our responsibilities and liabilities increase. From start-up the service will be funded by grants. Through show sponsorship revenue, we have self-funded our operational costs. We still rely on grants for capital expenses. This approach means we have not had to charge our presenters.

## 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.

Through regular news updates and community announcements, PCR will keep residents informed about local events, services, and issues. Collaborating with local newspapers and the general public will enhance our news-gathering capabilities and ensure comprehensive coverage of community affairs.

We will serve as a platform for local businesses to advertise their products and services, supporting the local economy. Partnering with business associations and chambers of commerce will facilitate mutually beneficial relationships and promote economic development.

By involving community members in programming and decision-making processes, our radio station will foster a sense of ownership and belonging. Interactive shows (Treasure Hunt), listener call-ins (The Mardle), and community forums (Community Connectors) provide opportunities for dialogue and engagement. Collaborating with community services, schools and colleges will amplify the community voice and promote active citizenship.

PCR are supported strongly by the local parish councils, the district council and by our local MP, who was proud to mention us in the House of Commons.

We celebrate the cultural diversity of our community through music, storytelling, and interviews with local artists and cultural groups, ensuring representation and inclusivity in our programming.

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

PCR fosters dialogue and the expression of viewpoints by actively encouraging and welcoming communications via text, WhatsApp, phone, email, major social media platforms and written letters to our studio address.

We actively encourage our audience to contact us and visit the studios. We often run a competition for a studio tour where visitors can meet presenters, see shows in progress and potentially get involved.

At community events, we interact with visitors to our setup and make efforts to engage with those who may be hesitant to approach us. All communication facilitates two-way conversations, and we prioritise acting upon valuable feedback received.

- 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.**

To allow community access to the facilities at Poppyland Community Radio and provide comprehensive training, several avenues can be established.

Poppyland Community Radio offers formal training sessions for individuals interested in hosting shows. These sessions cover various aspects such as interview techniques, voice modulation, desk operation and show formatting.

Collaboration with local schools can be fruitful in introducing young individuals to radio broadcasting. Workshops or extracurricular activities can be arranged within school premises to impart basic radio skills and generate interest among students.

Providing access to our edit suite is crucial for individuals to learn audio editing skills. Regular workshops or one-to-one training sessions can be conducted to familiarise community members with editing software, techniques and possibilities.

Alongside formal training sessions we offer informal feedback sessions which are beneficial. This allows aspiring presenters to receive constructive criticism on their work and identify areas for improvement. Additionally, extra training sessions can be organised based on specific requests or emerging needs within the community.

Outside broadcast opportunities enable individuals to gain practical experience in various settings. Whether it's covering local events, conducting interviews on-site, or reporting live from community gatherings, these experiences contribute significantly to skill development and confidence-building.

We offer sit-in sessions where aspiring presenters can observe and learn from experienced radio hosts which can be highly informative and educational. These sessions provide insights into real-time show production, content delivery, and audience engagement strategies.

By implementing these strategies, Poppyland Community Radio can ensure that its facilities are accessible to the broader community and that individuals receive comprehensive training to become proficient broadcasters. Through a combination of formal instruction, hands-on experience, and mentoring opportunities, aspiring presenters can develop the skills and confidence necessary to contribute meaningfully to the radio station and engage with the community effectively.

- 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.**

Our programmes aim to empower and uplift the local community by offering diverse speech-based content. This includes allowing organisations to discuss a variety of complimentary services accessible in the community, such as:

- Community events and activities
- Volunteer openings
- Assistance with health and wellbeing concerns
- Introductions to new projects and services
- Social and hobby groups
- Financial and debt support
- Sharing personal stories from community members
- Enhancing networking opportunities & fostering a deeper understanding of available support services.

- 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.**

Staff and members have experience of working in the local community to solve social, and health and wellbeing issues. We have very strong links and work daily with the local voluntary sector, education and health colleagues.

Will Wilson (Station Manager) – previously of Future Radio in Norwich, set up and ran the youth stream for young people to have a platform and share their voice. Also co-founder of Northrepps Historical, a searchable online resource for information about the parish of Northrepps where PCR are based. Will began PCR from his kitchen table to keep his little village connected and entertained during lockdown. When not at radio, Will teaches modern and emerging technology at his own education establishment.

Catherine Van Battum (Presenter) – Catherine is one of the Community Connectors in North Norfolk, a group who find and attend various support events and services in the district. All information garnered is then shared through newsletter and via the radio show “Community Connectors”.

Claire Goldwater (Presenter) - Claire was previously one of the Community Connectors in North Norfolk working with Catherine. Now she brings that experience and knowledge to the fore in “The Mardle” which highlights events both commercial and supportive around the area to assist those in need.

As a group, we have been staging outside broadcasts within the community, begun a community focussed monthly call-in game show, run a weekly talk show around

events and happenings in the local area and engage with local businesses for support and sponsorship.

## 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.**

To ensure meaningful participation from members of the Poppyland community in the operation and management of Poppyland Community Radio, several strategies could be employed: We will engage in extensive outreach efforts to inform the community about the radio station and encourage participation. This should include community meetings, door-to-door canvassing, and presence at local events.

We could establish a Community Advisory Board comprised of diverse community members who represent different demographics and interests within Poppyland. This board could provide input on programming, community needs, and station operations.

There are opportunities for community members to volunteer at the radio station in various capacities, such as hosting shows, assisting with production, or managing social media accounts. This allows for direct involvement in the day-to-day operations of the station.

Training programs and workshops are offered to equip community members with the skills needed to participate in radio production and management. This could include technical training, journalism skills, and media literacy education.

Our door is always open for programming ideas from the community, allowing anyone to submit proposals for radio shows or segments. This encourages creativity and diversity in the station's content while giving community members a sense of ownership over the programming.

We must ensure that community members have representation in key decision-making processes related to the radio station, such as programming decisions, budget allocations, and strategic planning. This could be achieved through democratic voting mechanisms or the inclusion of community representatives on the station's governing board.

## 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 always open to suggestion from all our members and have set up separate Whatsapp groups for conversation to evolve. One group acts as a noticeboard where members can share ideas and thoughts together and another is direct access to the senior leadership team. Questions can be posed here and taken to the table of the SLT who will discuss, take action and respond to requests.

Poppyland Community Radio has a dedicated email address and social media platforms where community members can reach out with inquiries, suggestions, or feedback. These channels are actively monitored and promptly responded to. Outside broadcasts are a great way to get out and meet the community. It is an opportunity for people to speak with us face to face, see how they can get involved and offer suggestions for the station's development.

We feature a handful of shows where the community can become involved via Whatsapp, calling in, email or over social media platforms. This is a positive way to engage with the community, enabling them to feel a part of the station.

Partnering with local community organisations, schools, businesses, and non-profit groups facilitates broader outreach and allows for mutually beneficial collaborations. These partnerships can involve joint events, co-hosted shows, or promotional activities that enhance community engagement with the radio station.

By implementing these communication channels and engagement methods, Poppyland Community Radio can create a dynamic and inclusive platform where community members feel empowered to contact the service, share their perspectives, and influence the station's direction and programming. This fosters a stronger sense of community ownership and connection with the radio station.



- 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.**

Poppyland Community Radio has established a structured approach to consider suggestions and criticisms from members of the target community, ensuring that their feedback is valued and acted up-on effectively.

We provide clear and accessible channels for community members to submit their suggestions and criticisms via our website, our dedicated email address or via Whatsapp.

Regular reviews are implemented at management meetings, with swift response being actioned to relevant parties.

Suggestions or criticisms are carefully evaluated to understand their validity and potential impact. This might involve gathering additional information, conducting research, or seeking input from relevant stakeholders within the station or the community.

We try to maintain transparency throughout this process by communicating with the community about how their feedback is being considered and acted upon. Transparency helps build trust and demonstrates responsiveness to community input.

By implementing these strategies, Poppyland Community Radio can effectively consider suggestions and criticisms from members of the target community, fostering a culture of engagement, responsiveness, and continuous improvement within the station. This ultimately strengthens the relationship between the radio station and its community, leading to programming that better reflects community interests and needs.

## 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

Licensed Service	<b>Poppyland Community Radio</b>
Service Description	<b>Poppyland Community Radio</b> <i>is a radio service intended to serve</i> NOTE: The next 3 headings below are the components of the 'character of service'. < Residents, Guests, Visitors and those surrounding our local district > <i>in</i>  <b>&lt;Poppyland and surrounding North Norfolk and Broadland areas&gt;</b>  < Embracing listeners across North Norfolk and Broadland, involving, informing and entertaining them with uniquely relevant and pertinent content, presented to the highest standards by local people.>
Transmission Schedule	24/7
Multiplex	Norwich

## 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 Regulation of Premium Rate Services Order

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 principals of the station are experienced in commercial radio production services and are fully conversant with the BCAP Code and Broadcast Code. Our volunteer team includes experienced broadcast professionals who are equally knowledgeable about compliance. We regularly review Ofcom's broadcast bulletins to keep abreast of case studies. We share many of the lessons with our volunteers. We do not use premium phone lines.

- 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.

Our practical compliance experience largely comes through several years of providing commercial production services. As well as being fully conversant with the BCAP Code, and Section 10 of the Broadcast Code, we are fully conversant with copyright and royalty regulations. Although only online to date, we have always adhered to the standards of the Broadcast Code in its entirety. Our principals hold induction sessions with new volunteers, which includes awareness training.

- 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.

A member of our board who acts as station manager has overall responsibility for compliance. This role encompasses compliance awareness training at inductions, regular briefings on compliance at programming team meetings, and distributing relevant compliance case studies from Ofcom's Broadcast Code and the ASA's fortnightly bulletin. The role involves regular output monitoring, and feedback sessions with on-air volunteers.

- 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 volunteer induction programme includes general compliance awareness and once completed this is signed off by both the trainee and the trainer. Our on-air guide provides summary details of the main codes. We provide links to the BCAP Code and Broadcast Code to all volunteers when they join us. We encourage them to read Ofcom's Broadcast Bulletins and the ASA Published Rulings. We have regular volunteer meetings, during which we emphasise our values, aims, our target audience, and, should we be awarded a C-DSP licence, the importance of compliance as a now-regulated, licensed broadcaster

- 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.

Yes, staff and volunteers will be required to undertake compliance awareness training, and participate in group meetings in which compliance will be a regular topic.

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.

As outlined above, all volunteers must have undertaken compliance awareness training as part of their induction. Volunteers confirm they have read and understood our on-air guidelines as part of their induction. They also received links to the Broadcast Code and BCAP Code.

Our database of music has been checked for compliance.

We do allow presenters and producers to choose much of their own music. It is a condition of on-air volunteering that all tracks must have been listened to off-air before broadcast for compliance reasons.

All new music uploaded to our database will be provided by record labels or reputable sources known to us and will not be taken from streaming services.

We do some live interviews. We always brief guests about the nature of the interview and request that they must not swear, for example.

We make sure our presenters are aware of their obligations to spot any non-compliant content accordance to our standards. Presenters apologise at the earliest opportunity, where appropriate, and alert the station manager/compliance office

- 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.

Poppyland Radio's station manager is responsible for ensuring we meet our key commitments as a community station. At this stage of our development, the general manager / programme manager roles are undertaken by one person, but our intention is to split that as we take on more volunteers.

We will use a software-based monitoring service without our broadcasting software, as a back-up to our own logger, to ensure we maintain full records of our output. We will keep GDPR-compliant registers of our volunteers and guests, to ensure we are getting a range of voices on air and in training. We will keep logs of how we have engaged with the community of the Poppyland area and helped strengthen links between people in the area.

- 4.7 Please set out how you will ensure the ongoing delivery/compliance of the **on-air** character of service as set out in the Key Commitments. This should be focused on the content you will broadcast on the station.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that the character of service is being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

We have two regular forums; firstly, the management meeting which oversees strategy, high-level programming issues, finance and compliance, including those with our key commitments – and, secondly team meetings which involve volunteers, of which a training element is provided, as well as general background information and ideas for programming and community involvement. Our key commitments and the importance of social gain will be infused throughout our team. The station manager has overall responsibility for compliance and monitoring of our service against our commitments.

- 4.8 Please set out how you will ensure the ongoing delivery/compliance of the **off-air** social gain activities as set out in the Key Commitments.

In your answer, please ensure you include details on each of the following points:

- a) How you will monitor that off-air social gain activities are being delivered;
- b) who will be responsible for monitoring this;
- c) how often will they monitor it;
- d) how you ensure this information is published; and
- e) where the information will be published/made publicly available.

As with 4.7 above, we will cover social gain commitments in our two regular forums; firstly, the management meeting which oversees strategy, high-level programming issues, finance and compliance, including those with our key commitments and secondly, team meetings which involve volunteers, our on-air key commitments and social gain will be infused throughout our team. We are committed to serving target audience, and will be at, or covering, events, across the Poppyland Area. We will involve and provide training to as many people as possible. The station manager has overall responsibility for compliance and monitoring of our off-air social gain activities against our commitments.

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

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.**

All our team members and 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:**

ADAM WOOD

**Date of application:**

27-June-2025

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](#).**