
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):

Pride Community Network

Proposed service name:

Pride Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided:

MuxOne Limited

Public contact details:

Pride Radio
Pride Media Centre
Stonehills
Gateshead
NE10 0HW
Tel: 0191 695 8892. Email: info@prideradio.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.

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 be published by Ofcom following the submission of your application. 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, licences revoked, licence transfers, and changes to licensed services during the past month.

Data protection

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

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom’s regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Pride Community Network Ltd

2.2 Company registration number stated on Companies House:

11027846

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:

Unit 8&9
 Parsons Ct.
 Welbury Way
 Newton Aycliffe
 DL5 6ZE

2.4 If a UK registered company, is the **curr/ent** 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	Richard Kell
Job title	Director
Address	Pride Media Centre Stonehills Pelaw NE10 0HW
Telephone	0191 695 8892
Mobile phone	07886978559
Email	richard@prideradio.co.uk

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

www.prideradio.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.

N/a

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Richard Kell	Pride Media Centre Stonehills Pelaw Ne10 0HW	UK	N/A	N/A
Mark Nichols	Pride Media Centre Stonehills Pelaw Ne10 0HW	UK	Optimate Consulting Ltd – Financial services Pride World Media Ltd – Business Centre and Media Productions	N/A
Peter Darrant-Parkes	Pride Media Centre Stonehills Pelaw	UK	Pride World Media Ltd – Business Centre and Media Productions DCS Ltd – Business Consultant	N/a

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

	Ne10 OHW			
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2.9 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/a	

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

Full name of entity	Address	Affiliates
N/a		

2.11 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:

Full name of individual or body	Address	Affiliates
Richard Kell	Pride Media Centre, Stonehills Gateshead NE10 OHW	N/a
Mark Nichols	Pride Media Centre, Stonehills Gateshead NE10 OHW	N/a
Peter Darrant-Parkes	Pride Media Centre, Stonehills Gateshead NE10 OHW	N/a

2.12 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 2.11, and any affiliates of those bodies:

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

Mark Nichols	Optimate Consulting Ltd & Prie World Media Ltd	N/a
Peter Darrant-Parkes	DCS Ltd & Pride world Media Ltd	N/a

2.13 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 2.11, and their affiliates:

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

2.14 In relation to each body corporate identified in response to question 2.11, 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 (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. 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.

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

2.15 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

2.16 Is the applicant a current licensee of Ofcom?

Yes

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

Licence number	Name of multiplex
CR102268BA/1	N/A

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.

2.17 Has the applicant held an Ofcom broadcasting licence before?

Yes

Licence number	Name of service or multiplex
CR102268BA/1	Pride Radio

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

Yes

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
July 2018	CR102268BA/1	Pride Radio

2.19 Does the applicant control an existing Ofcom licensee?

Yes

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

Licence number	Name of service or multiplex
CR102268BA/1	Pride Radio

2.20 Is the applicant 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

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

Licence number	Name of service or multiplex
CR102268BA/1	Pride Radio

2.21 Has 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)?

Yes

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

Licence number	Name of service or multiplex
DP102740BA/1	Nation

2.22 Is 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

2.23 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

2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act 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

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

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. 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.

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?

Pride Radio

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

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

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

Pride Media Centre

Stonehills

Pelaw

NE10 0HW

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

Pride Radio - CR102268BA/1

- 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.**

Pride Radio serves the Lesbian, Gay, Bisexual and Transgender+ community (LGBT+) and its many allies on 89.2FM in Newcastle and Gateshead and online.

LGBT+ people are a vibrant and diverse community which represents all ages, gender identities, social and ethnic backgrounds.

It can also be an isolated community, particularly for older people, with many still struggling with their sexuality and gender identity. During the pandemic this has become increasingly clear with more people accessing our station.

Pride Radio provides a strong, positive, informative and comforting voice within our community.

We also speak to our many allies which represent family, friends and work colleagues of LGBT+ people. By celebrating Pride festivals, offering an LGBT+ voice on local and national issues and marking key events within our calendar – IDAHOBIT, Trans Visibility Day, World AIDS Day, LGBT+ History Month etc; we also educate and inform.

Broadcasting on DAB to North & South Tyneside will complement our existing offer and help us reach more people within our community not covered by our FM licence.

In North & South Tyneside, we will speak to a community that has no commercial LGBT+ scene, no area-specific pride events and limited access to local LGBT+ support groups as many are based within the Newcastle area.

- 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.**

Pride Community Network Ltd, the owner of Pride Radio, is registered as a not-for-profit organisation. We have held a community FM licence since 2018 and adhere to the not-for-profit rules set out in this agreement. This will be mirrored on DAB.

Any monies raised through advertising, grants or fundraising will support the technical operation of the network, equipment procurement and training.

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.**

Pride Radio delivers social gain in many forms; from promoting community cohesion through to forging stronger links in hard-to-reach communities.

We have a proven track record of working with organisations to deliver local awareness campaigns on a wide range of topics including health, mental health awareness, crime prevention, adoption, inclusion and diversity and gender identity. We've also supported community groups and signposted LGBT+ and Non-LGBT+ people to their services.

In the past 12-months campaigns have included:

Northumbria Police – hate crime reporting and Police recruitment

Travel North East - consultations on the future of local travel

MESMAC – HIV prevention

National Census – engaging with LGBT+ people to register

We've also supported 60 local businesses with FREE radio advertising during all three lockdowns.

Our focus on DAB will be to emulate and build on the success we've had in our FM area and provide a strong and positive LGBT+ voice to North & South Tyneside.

We will help the area create its own LGBT+ identity and offer a platform for the community to share its thoughts, hopes and concerns through specific programmes dedicated to the area.

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

We will engage with our listeners by encouraging them to share their thoughts and opinions by contacting our programmes (over 14 hours of locally produced shows per day) and through our social media platforms.

We also have a dedicated weekly phone in show – Sunday Late and Live – for people to have their say on a range of topics. This programme is also syndicated to 15+ other community stations.

Community involvement has been central to our broadcasting and we will expand on this through our DAB platform.

- 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.**

Pride Radio has a track record of bringing in new members of the LGBT+ and wider community to the network. Many of our members started with no previous experience in radio presentation or production and we've spent time and resources giving them new skills and helped them join our fantastic on air and production team.

We run active recruitment air campaigns to invite LGBT+ and Non-LGBT+ listeners to get involved and we promote this on our social media platforms.

We will continue this approach to engage with listeners in the DAB area and hold regular open days for ALL communities to visit the studios and find out more about the network.

For those who are keen to get involved; we have a training co-ordinator who supports new volunteers with new skills including presentation techniques, recording, producing, audio editing, interviewing, content creation, broadcast law and the Ofcom code.

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.**

Pride Radio is a proud broadcaster that entertains, educates and informs.

We are an LGBT+ station that works closely with our community; bringing people and organisations together to raise awareness, form alliances, develop relationships and build on positive partnerships.

Our programming will raise awareness of LGBT+ culture and history and highlight the issues, challenges and obstacles the community faces; and help provide guidance, support and solutions.

Isolation is particularly hard for those in our community who are discovering their sexuality or gender identity. It is also challenging for service providers to reach this audience.

Pride Radio will provide that bridge and help forge stronger links within the community.

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

We have a wide range of experience at Pride Radio with members who have experience in the third sector, training and education.

Two members have been former chairs of Pride organisations (charities)

Five members have served on pride committees

One member works in a third-sector mental health organisation

Two members work in HR/training in higher education

Two members run a gender identity support group

We draw on this experience to help shape our values and delivery. Through our DAB coverage, we'll look to expand on this skills base.

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.**

Pride Radio already has excellent engagement within the community and many of the team are involved in other local projects. The recruitment often happens in an organic way by meeting individuals and groups who would like to learn new skills and work with the team.

Since the stations first RSL broadcast in 2010 we have reached out to the community and had an open door policy. When the station was set up, a public meeting was held and anyone interested in being a presenter, producer, fundraiser etc was invited to come along.

Pride Radio works with local universities, colleges and academies and LGBT youth groups to engage a range of interested individuals and groups.

We have already trained about 40 volunteers and we anticipate that this number will increase over the next 12 months. Training sessions are held at convenient times for volunteers and new volunteers are assigned a mentor who work with them in their chosen field (i.e.; presentation, production, fund raising etc)

We have a training manual to help with presentation, production and legal/compliance matters for radio.

We set up a board made up of representative members of the LGBT community who meet regularly and give feedback on the programmes broadcast on the station. This is made up of 5 people.

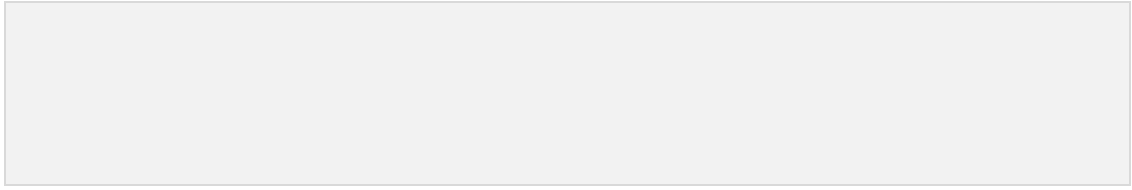
Every volunteer is made aware of the advisory board. Volunteers are also made aware of the process to get any thoughts or ideas discussed by the group. Notes of all discussions by the advisory board are made available after meetings

All current volunteers are part of a “collective” who make contributions to the station in their area of expertise. The collective meets regularly and shares information and ideas through a closed group on

Accountability

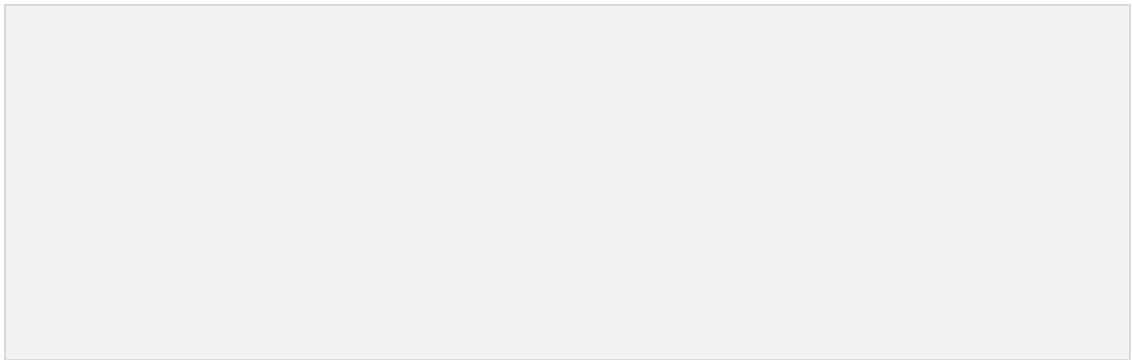
- 3.13 How will members of your target community contact your service and influence its operation? **Answer in fewer than 300 words.**

Since our first RSL FM broadcast in 2010, we have encouraged feedback through our website and on our Facebook page from our 6200 plus followers along with online surveys. We will look to develop this further by encouraging listeners to leave feedback on a special section of our website. Feedback was very important after our first FM RSL and encouraged us to include a broader range of programmes and music. Listeners welcomed this change when we took to the air again for our second FM broadcast in 2011. This vital engagement with the audience will continue and close attention paid to what our community of interest wanted to hear on 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.**

We will establish a board made up of members of the LGBT community who would meet on a regular basis and give feedback on programmes broadcast by the station. A group of around 5 people will make up this board. They will meet regularly and as far as possible the station's output would be influenced by their input. The directors would discuss the recommendations made by the board and report back on the progress of the suggestions made by the advisory board. It might not always be possible for logistical, financial or other reasons to accommodate the wishes of the board but it would be our intention to act on their advice as closely as possible.



Draft Key Commitments

Service name: *the on-air name of the programme service (as in question 3.1 of this application)*

Pride Radio

Proposed radio multiplex service: *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

Muxone Ltd

Description of target audience:

The LGBT+ community and Allies in the community

Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:

South Tyneside

Brief statement of main purpose of the radio service, its functions/activities: *describe in no more than 50 words*

To offer an engaging and informative service, with locally produced programming and outside broadcasts covering the diverse range of tastes of the LGBT community.

The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. 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.

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).

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:

- 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.

Members of the target community shall contribute to the operation and management of the service.

The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.

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 Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

Yes

- 4.2 Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Compliance experience of over 25 years, having worked for commercial radio stations in the northeast owned by Bauer/Emap and Chrysalis, where main duties were Programming and scheduling, S&P, Producer of various formats including speech based programming.

Richard has attended a number of seminars and training sessions for compliance

He is also able to call upon members of the Pride Radion board who are able to advise on such matters.

- 4.3 How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

Pride Radio has two people in its compliance team. Our main compliance officer has a day to day overview of the programme schedule . He ensures presenters, music, features and all programme elements meet the Ofcom code.He is able to advise presenters and producers if they have questions or if he believes there could be an issue with any programming which might breach the code.

In the event of needing further advice, he is able to call on two advisory board members who have extensive experience in broadcasting and the Ofcom code.

They are on hand to provide a sounding board in case of more complex questions.

- 4.4 How does the applicant intend to 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.

Pride Radio has already trained presenters in compliance as it already holds an FM Community Radio Licence, and will continue this training as it transitions to being a broadcaster on SSDAB.

Training sessions are held to which all team members MUST attend.

A presentation sets out the code and what is expected by the broadcaster of team members.

It is led by an experienced broadcaster who has 30 plus years in the industry and understands the code thoroughly.

A question and answer session is held at the end and there are handouts for each team member to take away. These sessions will continue on a regular basis.

Managers are always on hand on the premises or on the phone to advise if there are any urgent/last minute questions.

- 4.5 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). 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 at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material⁴ is being broadcast.

⁴ This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

Pride Radio has held an Ofcom FM Community radio licence since 2018 and therefore has systems in place to ensure the Ofcom code is observed and adhered to at all times.

The programme director is responsible for all aspects of output. As mentioned earlier, all team members have been trained and will continue to be trained in compliance sessions.

All interviews and features on the output of the station are screened by the programme director – this applies whether the programme is live or recorded.

All music is listened to for inappropriate language or other elements by the programme director.

If issues arise about any programme content, the programme director can call on the experience of outside experts who have many decades of experience when it comes to the Ofcom code.

- 4.6 Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

Pride Radio has held an Ofcom FM Community radio licence since 2018 and is therefore already ensuring that key commitments for that licence are followed.

This is a role for the Programme Director who keeps a tally of programme hours that are broadcast and whether they are live or recorded.

This audit process will continue when the station begins broadcasting on DAB.

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

English

4.8 For each language listed in response to question 4.7, 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

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

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

RICHARD KELL

Date of application:

17/05/2021

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