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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

**Paisley FM (2017) Limited**

Proposed service name:

**Quality 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)

**Edinburgh city**

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

07761 716612

**Publication date:** 1 June 2021

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# 1. Overview

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

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

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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

## Provision of information

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

## Publication of information about applications and licensed services

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

## Data protection

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

## Keeping up to date with broadcasting matters

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

Paisley FM (2017) Limited

2.2 Company registration number stated on Companies House:

SC571770. Registered in Scotland

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:

8 Benview Road, Clarkston, Glasgow G76 7PP

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

**Yes**

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

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

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

Full name	Robert McWilliam
Job title	Director
Address	2 Allands Avenue, Inchinnan, Renfrewshire PA4 9LG
Telephone	0141 812 7570
Mobile phone	07980 953 107
Email	bobmcwilliam@outlook.com

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

[www.qualityradio.uk](http://www.qualityradio.uk) (not yet 'live' online)

- 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.

The service will be funded by means of income from programme partnerships to include NHS Inform (Scotland); NHS Greater Glasgow & Clyde Health Board; NHS Lothian; Erskine Veterans Care Homes & Village and associated grant funding from charitable organisations and funders to include Robertson Trust, Fraser Trust, National Lottery, Arnold Clark Community Fund.

## 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 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
Robert McWilliam	2 Allands Ave., Inchinnan Renfrewshire PA4 9LG	Scotland	Revival FM (Glasgow) Limited CR102295BA/1	None
Norman Ross	8 Benview Road Clarkston Glasgow G76 7PP	Scotland	Ross Inc Ltd.	None
James Cameron	8 Benview Road Clarkston Glasgow G76 7PP	Scotland	none	None
Javed Sattar	89 Dunvegan Avenue Elderslie Renfrewshire PA5 9NJ	Scotland	Awaz FM Limited CR000019BA/3 Cumbernauld FM Limited CR102242BA/1	Sunny Govan Community Media CR000018BA/3

- 2.9 Complete the following table, expanding, 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.

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



Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
N/A Company Limited by Guarantee and without share capital.				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

C-DSP licence: Application form (Part A)

Full name of individual or body	Address	Affiliates
N/A	No shareholding – Company Limited by Guarantee and without share capital.	

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

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

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

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

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

<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.

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

### Details of applications, licences and sanctions

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

**Yes**

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

Licence number	Name of multiplex
CDP103950BA/1	Glasgow city Small-Scale DAB radio multiplex
DP102742BA	Ofcom Trial Glasgow Small-scale DAB multiplex

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

**Yes**

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

Licence number	Name of service or multiplex
CR102170	Paisley FM 107.5

**C-DSP licence: Application form (Part A)**

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

**Yes.**

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
January 2008 - July 2015	CR000257BA/3	Celtic Music Radio (1530AM thence 95.0 FM)
April 2019 - current	CR102295BA/1	Revival 93 FM (Glasgow)
January 2006 - current	CR000019BA/3	Awaz FM 107.2
March 2020 - current	CR102242BA/1	Cumbernauld FM (106.8 FM)
November 2021 - current	CR000018BA/3	Sunny Govan Radio (103.5 FM)

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

**Yes**

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

Licence number	Name of service or multiplex
CR102170	Paisley FM 107.5
CDP103950BA/1	Glasgow city Small-Scale DAB radio multiplex

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

**Yes**

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

Licence number	Name of service or multiplex
CR102170	Paisley FM 107.5
CDP103950BA/1	Glasgow city Small-Scale DAB radio 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
N/A	

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
N/A		

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:

C-DSP licence: Application form (Part A)

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

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

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

N/A

## 3. The proposed service

### About this section

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

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

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

### Your proposed service and target community

3.1 What is the proposed service name?

Quality 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.

Edinburgh city SS-DAB multiplex – Edinburgh DAB Limited

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).<sup>3</sup>

<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.



Quality Radio studio  
Erskine Edinburgh Home  
468 Gilmerton Road  
Edinburgh  
EH17 7SA

- 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.

No.

- 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.**

The target community of the service is that of people living within the Ofcom licence area polygon of the Edinburgh small-scale DAB digital radio multiplex.

The target community includes older people living alone, residential care homes, residents of sheltered housing, hospitals, veterans and former service people within the area including those supported by Erskine Veterans Care Homes, situated at 468 Gilmerton Road, Edinburgh EH17 7SA where Quality Radio will have its studio base.

The target community also includes family and friends of those in care, hospital and requiring health and wellbeing information and advice.

Quality Radio will have at least two weekly programmes for Veterans, plus daily information, a specific Hospital Radio programme, general community request programmes for those living alone, sheltered housing complexes, and care homes. Support features for people that require nursing needs and for people living with dementia. There will information bulletins from NHS Lothian across the broadcast day. Quality Radio has a focus on the quality of life for people with life changing circumstances from living alone to those with wellbeing and mental health issues.

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

The legal entity, Paisley FM (2017) Limited is a company limited by guarantee and without share capital and run on a not-for-profit basis without shareholders.

Paisley FM is also a registered charity with the Office of the Scottish Charity Regulator (OSCR). Paisley FM charity registration number: SC049193. Registered on 3 April 2019.

Arrangements are in place as per the Ofcom Community Radio analogue licence for delivery of social gain objectives.

## Social gain

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

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

Provision of a platform for local community groups, churches, charity groups and societies to promote their events and organisations through us both on air, our website and on social media. We are also keen to get involved with community charities and events.

Promoting and supporting health and wellbeing together with mental health awareness to the community.

- 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 contribute to the operation and management of the service.

Quality Radio has mechanisms in place to ensure it is accountable to its target community.

Recent examples of community benefit include social action activity:

The service has these weekly features: Health Matters with a Health Centre Practice Nurse on topical health issues, help and advice. Citizens Advice Bureau with advice and information on a range of topics. Legal Matters with a firm of solicitors and a Social Media expert.

Partnerships with Mental Health and wellbeing charities, Erskine Veterans Homes, and the NHS in the Edinburgh area (NHS Lothian).

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

Discussion and expression of opinion will be addressed through social media channels to include Facebook, Twitter and Instagram.

- 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**.

Anyone in the target community can apply to join us and will be offered extensive training on all of the broadcasting equipment as well as the opportunity to sit in on existing output to see how it all works and have the chance to speak with current members.

Onsite training at the studio base at Erskine Care Home Edinburgh will be provided in the use of the Myriad5 range of tools available for broadcast purposes. This will be a mix of informal training sessions and a more formal certified training session for key users.

- 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.**

Quality Radio has experience of delivering a better understanding of the target audience through the partnership activity with Erskine Veterans Homes, a registered charity with OSCR. Erskine has been caring for veterans since 1916 and is Scotland's largest veterans' charity, which has annual income of £27.5m (source: OSCR).

We want to take part in as many community activities whether it be working with local artists, churches, charities, City of Edinburgh Council, community or business groups.

- 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.**

There has been experience and involvement in social gain activities working with Third Sector organisations, charities, and local government authority. These activities include:

**MUSIC THERAPY** – residential and care homes residents, in partnership with Social Services. Live music performance for residents.

**HEALTH & WELL BEING** – in partnership with NHS Greater Glasgow & Clyde Health Board. Involvements with NHS Inform, news, features and requests.

**FURTHER ACHIEVEMENT COURSE** – SQA (Scottish Qualifications Authority) certified course for pupils and young people in final year at secondary school in partnership with schools.

**MYLIFE PLAYLIST** – a new social gain activity to launch in August 2022. [mylifeplaylist.uk](https://mylifeplaylist.uk) encourages people to use music to assist friends and relatives who have dementia, whether at home or in a care or residential home. Further information at: <https://mylifeplaylist.uk/>

## 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.**

Members of our target community are given opportunities to participate in the operation of the service through the partnerships we have established.

We are constantly seeking new members through Volunteer Scotland and with our social media platforms.

We value equality, diversity and inclusion, encouraging people from all backgrounds to get involved with the station. We can provide high-quality, cost-free education projects and training. We offer radio training as a means of gaining confidence and improving communications skills for the younger unemployed people locally across Edinburgh.

To emphasise that we are run by, and require, volunteers we intend to undertake outside broadcasts across the transmission area which will highlight our commitment to Edinburgh. Some of these broadcasts will take place from local events giving them a voice and a platform to a greater audience.

We will be developing links with local colleges and schools to involve young people in the station. We have experience of journalism and media students from Edinburgh Napier University.

## Accountability

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

Members of the target community, and indeed all listeners, can make contact with our service, Quality Radio, by using traditional methods of email and social media to include a Facebook page, Twitter page and Instagram page. There will also be a dedicated What's App easy to remember and use contact number.

Good practice is regular surveys on the service delivered and how listeners and users can influence the operation. We would intend to have a survey on Quality Radio within six months of the start of the service.

Through our partnerships with Erskine Veterans Care Homes, Greater Glasgow & Clyde Health Board and NHS Lothian communications teams, Social Services and Residential Homes, we have constant communication on the service and how the service can be improved.

- 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.**

Any suggestions, and importantly, criticisms from listeners and members of the target audience will be considered at monthly management meetings.

Correspondents will receive a prompt response, usually via email, if provided. This acknowledgement confirms receipt of the suggestions or complaint and what actions are being taken.

As part of a vibrant service, we look forward to suggestions and take on board any criticisms that may arrive.

## 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	Service Description	Transmission Schedule	Multiplex
<b>QUALITY RADIO</b>	<p><b>QUALITY RADIO</b> <i>is a radio service intended to serve the population covered by the Edinburgh city DAB digital radio multiplex.</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p><b>THE TARGET AUDIENCE</b> <i>is in Edinburgh city and for those that require a music-based service of popular music combined with social information to include health and wellbeing advice.</i></p>		<p><b>EDINBURGH CITY DAB DIGITAL RADIO MULTIPLEX:</b> as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on&gt;</p>

	<p><b>EDINBURGH CITY NOTE:</b> this can be all, or a subset of, the area covered by the radio multiples service described in the next column. (<i>“the target community”</i>) by</p> <p><b>ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES</b> <i>QUALITY RADIO provides a voice and a community resource through entertainment, local news, discussion, and the expression of opinion. The service has a local focus with people from all communities and all ages involved in its operation. The service broadcasts:</i></p> <p><b>Music.</b> <i>The main types of music broadcast over the course of each week are: A broad mix of mainstream current songs with classic hits as suggested by the listeners and easy listening including Country music. Scottish musicians and specialist genres also feature.</i></p> <p><b>Speech.</b> <i>The main types of speech output broadcast over the course of each week are: community information, interviews, arts and culture, advice and discussion, health &amp; wellbeing information and mental health awareness information.</i></p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (NB. 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).</i></p> <p><i>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:</i></p> <ul style="list-style-type: none"> <li>• <i>the facilitation of discussion and the expression of opinion,</i></li> </ul>		
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	<ul style="list-style-type: none"><li>• <i>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</i></li><li>• <i>the better understanding of the particular community and the strengthening of links within it.</i></li></ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		
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## 4. Compliance of the service

### About this section

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

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

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

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

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

Compliance training has included updates and refresher events at Ofcom offices in Glasgow and Edinburgh in which Ofcom Community Radio management were in attendance. The person named also has compliance experience having worked at BBC Information and BBC Audience Services for 15 years (1995-2010).

Ofcom Updates Monthly Bulletins are reviewed and noted where compliance issues and complaints are featured.

- 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.

Compliance training has included updates and refresher events at Ofcom offices in Glasgow and Edinburgh in which Ofcom Community Radio management were in attendance.

The person named also has compliance experience having worked at BBC Information and BBC Audience Services for 15 years (1995-2010).

Other compliance experience includes at Ofcom licensed services Celtic Music Radio, Glasgow (2006-2015) and Pulse 98.4 Barrhead (2016-2018).

- 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.

**Compliance Officer** – to ensure all outputs and broadcasts on-air and online comply with the Ofcom Broadcasting Code and subsequent updates.

Monitoring of outputs and programme content using the DAB digital radio received off-air audio 42-day logging system and using the website Listen Again feature.

Presenter and producer 1-2-1s are on a quarterly rota basis.

- 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.

All volunteer staff are provided with Compliance Procedures during induction when joining the service.

At quarterly 1-2-1s compliance of the Broadcasting Code is included.

- 4.5 Will the training described in response to question 4.4 be mandatory for all staff and volunteers? If not, outline who will receive it.

All staff and volunteers are included in compliance training as are regular guests.

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.

All presenters and producers do get training on the Ofcom Broadcasting Code and therefore are aware of the required standards.

The system that we have in place include a briefing to a 'live' guest depending on the subject matter, whither it is contentious or not.

The Q&As (Questions and Answers) of a typical interview are set in advance, and usually, from a local government council authority they tend to have a written response that the person can relate to.

Should, for any reason, a non-compliant speech or item be broadcast live on-air, it will be immediately referenced during the broadcast and the appropriate response will be provided on-air with reference to a section of the Ofcom Broadcasting Code.

The policy is to avoid such a situation. However, we have a policy in position should the matter arise.

- 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.

Pre-recorded material, and that may include voice-track links which are pre-recorded, known commonly at "v/t" voice-tracking, can be quickly reviewed or if the presenter has concerns about a link or the lyrics within a song, that can again be quickly reviewed.

Pre-recorded programmes from a third part producer/presenter are as far as possible checked, however, should a producer have any concerns, our experience indicates that the service provider highlights a song, or song content or presenter introduction of the song in advance giving fair warning.

Depending on the content, it could be deleted from the broadcast programme.

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

Ongoing compliance is monitored monthly to ensure features and speech items are schedule and output per the schedule.

Speech and guests are sometimes booked in advance, and that is also considered with Key Commitment compliance.

The Compliance Officer will have this responsibility and for monitoring compliance.

Monitoring is an ongoing issue and certainly reviewed monthly.

Information published on the station website or on the Facebook page, would be more than likely be an apology for any possible infringement of the Broadcasting Code.

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

Off-air social gain activities compliance is a requirement of partnerships and funders. These organisations require detailed information on compliance with funding and outcomes.

These reports to funders closely match the requirements of the licence Key Commitments and therefore satisfy the Ofcom licence conditions.

Monitoring is an ongoing task to meet social gain funders with care and residential homes, SQA education training and certificates awarded to participants. All funders require activity and outcome reports to a deadline.

- 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.**

English is the standard language. The Compliance Officer will be responsible for ensuring the language complies with Ofcom's codes and rules.

## 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 bod-

ies 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:**

ROBERT McWILLIAM

**Date of application:**

3 August 2022

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

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

**You also need to complete the confidential section (Part B) of the application form**