

# Community Digital Sound Programme (C-DSP) licence

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## Application form – Part A (public)

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

Bolton FM Community Interest Company

Proposed service name:

Radio Bury

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)

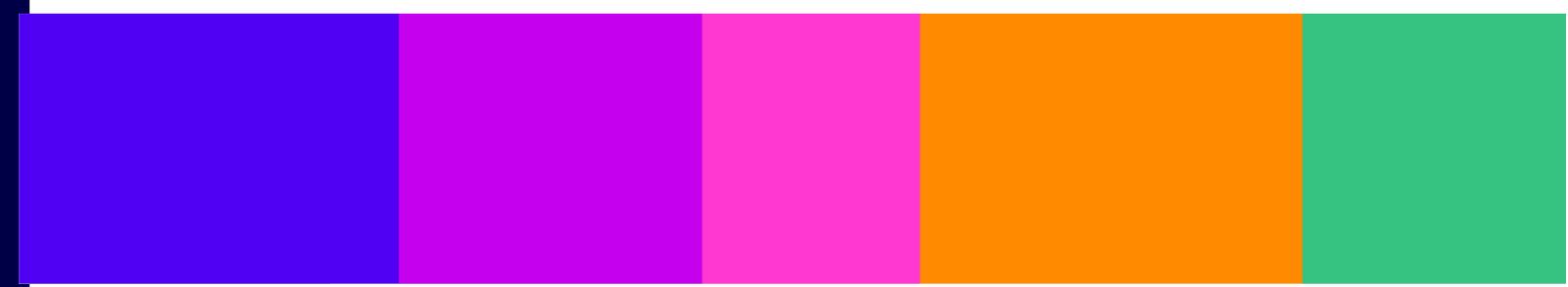
Bolton & Bury

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

John Ryan, Bolton FM, Office 6, Bolton Market, Ashburner Street, Bolton, BL1 1TQ

john.ryan@radiobury.co.uk

0161 359 9002/07590 848100

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# 1. Overview

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

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

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

## The purpose of this form

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

A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.

A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.

As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.

An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).

You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

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Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.

It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

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Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.

In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).

Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.

Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

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

## Keeping up to date with broadcasting matters

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

Bolton FM Community Interest Company

2.2. Company registration number stated on Companies House:

06352549

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:

Bolton FM, Office 6, Bolton Market, Ashburner Street, Bolton, BL1 1TQ.

- 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	Dr Andrew Dickson MBE
Job title	Chairman, Bolton FM CIC
Address	Radio Bury, c/o Bolton FM, Office 6, Bolton Market, Ashburner Street, Bolton, BL1 1TQ.
Telephone	07702 855349
Mobile	07702 855349
Email	<a href="mailto:andrew.dickson@radiobury.co.uk">andrew.dickson@radiobury.co.uk</a>

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

[radiobury.co.uk](http://radiobury.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.

The proposed station is a second service to be provided by Bolton FM CIC. Initial funding is coming from the parent station. As we establish the service, we will seek advertising, sponsorship, grants and SLA arrangements with commercial and public partners for Radio Bury specifically.

## Ownership and control of the company which will hold the licence

### Details of officers, participants and shareholders of the applicant

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

Full Name	Correspondence Address	Country of Residence	Other officerships held	Other Employment
Andrew Dickson		UK	N/A	N/A
Phil Ashcroft				
Malcolm Ngoula				
Mark Williamson				
Andrew Morgan				
Anthony Bridge				
Alexander Healey				
Veronica Jayne Hilton				
Kevan Paul Williams				

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

Full name of >5% participant (existing and pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Andrew Dickson	1	1	33.3	33.3
Kevan Williams				
Mark Williamson				

Comments

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

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

Full name of the entity	Address
N/A	

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

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

Full name of the entity	Address	Affiliates
Bolton Bury DAB Radio Ltd	Hazlemere, 70 Chorley New Road, Bolton, BL1 4BY	

#### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

Full name of individual	Name of body in which officership held	Affiliates of that body
Andrew Dickson	Bolton Bury DAB Radio Ltd	Director

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

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

### 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
CR163	Bolton FM

- 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
CR163	Bolton FM
100018047	Bolton & Bury Small Scale DAB Multiplex

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

Yes

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
Since June 2009	CR163	Bolton 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
CR163	Bolton FM

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

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

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

No

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

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

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

No

If yes, please provide the following details:

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

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

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

N/A

# 3. The proposed service

## About this section

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

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

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

## Your proposed service and target community

3.1. What is the proposed service name?

Radio Bury

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.

Bolton Bury DAB Radio

3.3. Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>1</sup>

Radio Bury will initially have home studios in Ramsbottom and Prestwich before a HQ office and studios are established in Bury Town Centre.

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<sup>1</sup> If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

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

Radio Bury is a totally separate service to Bolton FM and shares no programming.

- 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 Metropolitan borough of Bury is the smallest in Greater Manchester, but the population of 194,000 means it is of a similar scale to Norwich, Swindon or Bournemouth.

We aim to provide a mass market service, serving the entire borough from Ramsbottom in the North to Whitefield on the Manchester border in the South, from the Bolton border in the West to the M60 in the East.

The acquisition of Tower FM by Greatest Hits Radio, and programming changes at BBC Radio Manchester, mean there is much less Bolton and Bury content on local radio than in previous years.

Since 2009, Bolton FM has built a reputation for serving that borough. Now our ownership of the small scale DAB licence across both boroughs gives us the opportunity to provide an equivalent service for Bury.

Content will be pitched to a broad, locally-interested audience, with a specific target on those aged 35-65.

Our proposal is to launch with a two-hour daily breakfast show, seven days a week. This will be presented from home studios in Ramsbottom on weekdays and Prestwich at the weekend. The presenter for each show are Bury-residents and are existing Bolton FM presenters, meaning they are trained and ready-to-broadcast.

Other hours will be covered with an automated clock. Every hour this will include local news, whats on information, pre-recorded community packages, 'cut-down' versions of breakfast interviews and other relevant local content, alongside appropriately playlisted music.

Once the station is established we will recruit further volunteers and open a public studio and offices, extending our live broadcast hours.

Our target is to open at least another two hours on weekdays and open premises within a year of our launch. Within two years of opening, we would hope to have attracted and trained enough volunteers to run at least 12 live hours a day.

- 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.**

As operators of Bolton FM, we have been running Bolton FM on such a non-profit basis since June 2009. The station is successful in raising the revenue it needs to provide a service of approximately 140 locally-produced and presented hours per week. Our Programme Manager is our one paid-for part-time contractor, who provides on-air training and development for our volunteers and broadcast system support. Additional social gain comes from the Service Level Agreements we have negotiated with other Bolton non-profits such as Back Up (youth homelessness), Bolton Hospice, Urban Outreach (poverty), and Bolton Council.

It is our vision that Radio Bury will be 'incubated' by Bolton FM while it is established, until such a time as the revenue generated by the new station means it can deliver more live and locally-produced hours, support its own cohort of volunteers - and ultimately operate independently of the parent station.

## 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.

Initially, the community benefit provided by Radio Bury will be delivered through its programming. Ten live (or recorded within an hour of transmission) hours will be broadcast in a week, 0700-0900 weekdays, each with at least two topical Bury borough focused interview/features.

A two hour voice-tracked breakfast show will broadcast on weekend mornings with the 'best of the week' content.

Outside of these hours, the automated clock will broadcast a range of Bury-based pre-recorded features. By launch, material will have been recorded with at least fifty community and non-profit organisations contacted by our Radio Bury content volunteer. These organisations are as varied as Bury Choral Society, the Polish Social Centre, Bury Croquet Society, Manchester Bolton and Bury Canal Society, East Lancashire Railway and South Lancashire Bat Club. These features are timeless but have also enabled us to reach out and build contacts with those organisations.

Once on air, our first priority is to build up the small team of volunteers already working on the project to support the existing programming and build it out by providing radio training.

At first that will give volunteers the ability to report on local issues, expanding into the delivery of additional live content hours once premises have been sourced.

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

Radio Bury will be open to all Bury voices. We will seek to explain and contextualise local issues with a full range of opinions. Initially, our breakfast show will seek out those voices, bringing them on as guests.

Our news service will report the views of local politicians and decision makers - and report key stages in recurring local stories.

As much of our content is automated at launch, we will provide and promote a phone line where listeners can record their comments about current issues. These will be reviewed and featured on air. That will also enable us to build a database of locally-interested people with opinions who may be interested in becoming volunteers.

- 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.**

We will adopt the Bolton FM model for developing volunteers:

An on-air promo will celebrate the station's non-profit voluntary nature and solicit for interested listeners to contact us and complete a volunteer application form on our website.

Every time we have a dozen or so registered, we will host a welcome evening in central Bury to meet potential volunteers and identify possible roles for them. Initially they are likely to be utilised as local reporters, using apps we can put on their Smartphones to collect content from events and groups around the area.

Our Programme Manager will run a 3x2 hour session course on how to identify stories, edit that material, editorial compliance and submission for broadcast.

At such a time we have premises and a studio with public access, we would extend the amount of live versus automated content - and train our Bury-based volunteer team how to present our community radio format. The 'Bolton model' for this is a 5x2 hour training course giving them experience of both voice-tracking and live presentation.

Another informal route into the station is through guests being 'talent-spotted' by our volunteers and being invited to become involved. Over time, certain demographics could be targeted to address issues of representation across the station.

- 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.**

For years, Bolton FM has been run with the positioning 'The Voice of the Bolton Family'. The Bolton 'family' is the local shorthand for the town's non-profits and community support services - namely Bolton at Home, Urban Outreach, Bolton

Wanderers In The Community etc. The expression gives us credibility as an outlet for the third sector in all its forms - and we are keen to make Radio Bury the equivalent in that district.

Calling into existence a Bury-exclusive media outlet can only help the community talk and listen to itself to understand local preoccupations. (The only other Bury medium is the Bury Times weekly newspaper and website, with which we have established an early contra-advertising partnership.)

Our phased approach to increasing on-air output will also mean each day-part will only be launched when we have the volunteers to deliver it, with the express understanding they are not there to provide generic radio entertainment alone, but a warmly-delivered service of relevant local information.

In time, we hope Radio Bury will become the de facto place where issues are discussed - the small c council of the air.

- 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.**

Bolton FM was actually pre-dated by an organisation called DBBC (Diversity Barrier-Breaking Communications). This provided radio training as a tool in raising self-confidence and self-esteem. The team behind DBBC had unsuccessfully applied for the commercial radio licence won by Tower FM in the late 90s. DBBC went on to deliver social gain through its training courses in premises at Bolton Market. A working party from DBBC went for and won the community licence for Bolton FM. This has meant Bolton FM has always had the social impact of radio at the heart of its mission. The board understands social gain is a vital ingredient in the DNA of a community radio operator and has committed to growing the volunteer core of Radio Bury at pace. Our plan is to get it on air, then use our own broadcast footprint to recruit the first cohort of volunteers, enabling us to then extend hours once they are trained.

## 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.**

Within three months of going on air, we shall establish a Bury FM Volunteers Management Group. It will be chaired by the Radio Bury/Bolton FM Programme Manager and will be the working party for developing the service.

This will meet every other month and be open to any volunteer involved in the service. It will give Radio Bury volunteers direct input into decisions about the station's on-air direction and forthcoming programming seasons, highlights and initiatives. Minutes of these meetings will be published on the Radio Bury website. It will report back Radio Bury operations as a standing agenda point to the board meetings of Bolton FM.

## Accountability

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

We are keen to provide a radio service the people of Bury will value, enjoy and celebrate. We will promote through our own airtime the methods by which listeners and others can contact us, and shape our output and mission.

Radio Bury will provide a dedicated email for this purpose, and be represented on the popular social media outlets of the period.

We will also proactively seek contact from key stakeholders in the borough - including charitable and voluntary organisations, businesses, interest and local groups - to promote the services we provide and to seek feedback on how well we are doing.

- 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.**

The Radio Bury Volunteers Management Group will consider suggestions and criticisms from the station's target communities as part of its business cycle.

Where appropriate and to gather further evidence of a suggestion or concern, we may invite the respondent to that meeting to explain more and/or work with us on follow up.

## Draft Key Commitments

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

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

**ANNEX TO LICENCE**

**LICENSED SERVICE NO**                      tbc

Licensed Service	<b>RADIO BURY</b>
Service Description	<p><b>RADIO BURY</b> is a radio service intended to serve <b>those living and working in and visiting the Metropolitan Borough of Bury in Greater Manchester</b> by providing a service of local news, information, weather, sport, discussion of the <b>locality and good company, alongside a broad range of complementary music.</b></p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p> <ul style="list-style-type: none"> <li>• the facilitation of discussion and the expression of opinion,</li> <li>• 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</li> <li>• the better understanding of the particular community and the strengthening of links within it.</li> </ul> <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>
Transmission Schedule	24 hours a day
Multiplex	<b>BOLTON &amp; BURY</b>

## 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.

- 3.1. 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).

John Ryan, the Programme Manager of Bolton FM since 2020 and who will take programming responsibility for Radio Bury has 23 years experience as a producer, presenter and Managing Editor within the BBC. Since 2012, he has been the Director of 2ZY, an independent radio production company. He also chairs Gaydio and mentors the executive staff there. He is primary compliance contact and has attended Compliance Training by the late Paul Chantler in c.2021.

- 3.2. 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.

John reads the Ofcom Broadcast and On Demand Bulletin to stay up to date with compliance issues. He is also responsible for ensuring advertising scripts and audio are fully compliant. He currently delivers the Bolton FM compliance session to new volunteers as part of their induction to the state (last cohort in March 2025) and would do the same for Radio Bury.

- 3.3. 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.

Programme Manager: training volunteers in all compliance and ensuring the team is up to date with any changes, dealing with any issues in programming as they transpire, advising advertisers about BCAP Code, making all volunteers aware of breaches on other stations and asking 'could that happen here?'

- 3.4. 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.

Every Radio Bury volunteer must attend a training module covering compliance before they are allowed to appear on the air. It consists of key learnings from the

Ofcom Broadcast Code, other taste and decency considerations and basic legal training.

An additional annual training refresher session will also be scheduled for every Radio Bury (and Bolton FM) volunteer.

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

Yes

- 3.6. 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-compliant content is dealt with swiftly during the broadcast.

Every live and voice-tracked Radio Bury presenter will have gone through our Compliance training before going on air, making them aware of the importance of remaining within the codes. Live guests will be briefed by the presenter before they go live. The training includes what to do in the event of non-compliant material being broadcast.

The Programme Manager is always available to refer up to in person or by phone if guidance is required - or to respond and advise if non-compliant content is broadcast.

- 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.

All pre-recorded feature content will be complied by the Programme Manager before broadcast. Pre-recorded voice-tracks will only be recorded for air by presenters who have been through our compliance training. No content will be broadcast from third party sources.

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

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

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

(A) The Programme Manager role is very hands on. With the help of two programme volunteers initially, the role assembles the on air logs, briefs on air talent and shapes the contributions.

(B) The Programme Manager

(C) Continually, although there will be a moment at the Radio Bury Volunteers Management Group Meeting every other month in which highlights are logged.

(D) In the minutes of the meeting above, published on the Radio Bury website

(E) See D above.

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

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

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

(A) The Programme Manager is tasked with social gain delivery in his objectives for the Radio Bury role.

(B) The Programme Manager

(C) Continually, although there will be a moment at each Bolton FM Board Meeting in which progress is logged.

(D) On the Radio Bury website

(E) See D above.

- 3.9. What language(s) does the applicant intend to broadcast in?

Radio Bury will broadcast in English only.

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

N/A

# 5. Declaration

## About this section

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

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

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

The declaration must also be dated.

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

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

ANDREW DICKSON

**Date of application:**

6 May 2025

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

Company director

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