

Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

South Norfolk Radio CIC

Proposed service name:

South Norfolk 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)

Future Digital Network - Small Scale DAB Norwich Trial

Public contact details:

Station Manager

South Norfolk Radio CIC

16 Griffin Court

Wymondham

NR180GU

01603863097 | Info@snradio.uk

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1. Overview

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

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

If you encounter any issues using these forms, please contact broadcast.licensing@ofcom.org.uk.

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

South Norfolk Radio CIC

2.2 Company registration number stated on Companies House:

11618587

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:

16 Griffin Court, Wymondham, Norfolk, NR18 OGU

- 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	Anthony Woods
Job title	Managing Director / Station Manager
Address	16 Griffin Court, Wymondham, NR180GU
Telephone	01603863097
Mobile phone	N/a
Email	info@snradio.uk

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

www.snradio.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.

South Norfolk Radio (SNR) has been funded since its original launch as Radio Wymondham CIC back in 2018 through a combination of sources.

SNR will continue to be funded by: Member input, Donations, Hosted Events Eg: Quiz Nights, Local Funding Grants from councils and local schemes, External Training programs, Local educational partnerships. In addition with the extension to DAB will provide us with further opportunities to generate income from advertising and sponsorships.

SNR is not funded or intending to be funded by any political or religious body.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Anthony Woods	16 Griffin Court, Wymondham, NR180GU	United Kingdom	N/a	N/a
David Mann	16 Griffin Court, Wymondham, NR180GU	United Kingdom	N/a	Retired
Neil Harvey	16 Griffin Court, Wymondham, NR180GU	United Kingdom	N/a	Store Area Manager
Peter Ireland	16 Griffin Court, Wymondham, NR180GU	United Kingdom	N/a	NHS IT Project Manager
Tristan Ashby	16 Griffin Court, Wymondham, NR180GU	United Kingdom	N/a	CEO

- 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

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

question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/a				
Comments				

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

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

Full name of the entity	Address
N/a	

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

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

Full name of entity	Address	Affiliates
N/a		

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/a		

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

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

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

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

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

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

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

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

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

Involvement of the applicant in specified activities

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

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

² Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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?

No (delete as appropriate).

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

Licence number	Name of multiplex
N/a	

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex
N/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?

No (delete as appropriate).

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
N/a		

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex
N/a	

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 (delete as appropriate).

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

Licence number	Name of service or multiplex
N/a	

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 (delete as appropriate).

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 (delete as appropriate).

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 (delete as appropriate).

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
N/a				

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

No (delete as appropriate).

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?

South Norfolk Radio (SNR)

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.

Future Digital Network - Small Scale DAB Norwich Trial

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

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

Existing Studio: 16 Griffin Court, Wymondham, NR18 0GU - Is currently within broadcasting range of the FDN Multiplex Network.

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

N/a

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

South Norfolk Radio's target community is both the residents, guests and visitors to South Norfolk, in the initial phase the upper South Norfolk area covered by the DAB network which is looking to expand.

In the initial Phase, our target is the areas of Easton, Costessey, Cringleford, Hethersett, Wymondham, Mulbarton, Keswick, Long Stratton, Poringland and the smaller villages and hamlets surrounding these larger settlements. By targeting these key towns we can work with our community to continue to develop the services and output of the station to suit the current needs and issues of those we are serving.

SNR will use the additional platform of DAB to allow a better reach to our aging population across much of our area, connecting them to essential information from local agencies such as the local NHS CCG, Local District and Town Councils.

SNR will also build further relationships with educational establishments to provide workshops and training to students of varying ages to suit both the local curriculum and develop life skills including confidence, language skills, technical skills and the ability to work both in a team and use initiative to work independently.

- 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.**

South Norfolk Radio (SNR) CIC is registered as a community interest company secured by guarantee, a not-for-profit set-up. This means any money made by the company which is surplus after running costs is retained by the company and used to further improve the station's public services and on-air output.

A proportion of surplus money is kept reserved in the company account in anticipation of any need for emergency funding to ensure the service remains viable to operate.

All further additional money raised will be allocated based on a board's decision which is influenced by our members and ongoing local community issues. Funding is shared between developing the station and funding the local community through means of public events, charities and subsidised training or opportunities.

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.**

SNR is driven and focused on both connecting our isolated and aging population to essential information and services, alongside providing young people with new opportunities, training and unique skills that many people might never otherwise get the chance to learn.

In order to benefit our more isolated community SNR will provide an easy to access and reliable on-air service that provides the community with information and public service announcements every day. SNR does this through on-air programming our daily breakfast briefing which includes many important daily updates, useful contact details and local news. Followed up by regular afternoon and evening shows usually tailored to a specific music taste but also providing information from the community. Working closely with local agencies such as the local NHS CCG, NHS Surgery & Pharmacies, Councils and other community projects to ensure up-to-date and important messages are accessible in as many formats as possible.

SNR will also launch the SNR Academy program that is being developed which will incorporate partnerships with educational establishments assisting towards both curriculum education as well as life skills. The Academy will not be limited to just young people and educational establishments, but will also be offering publicly available courses designed for those with limited or no radio experience. These courses will cover skills from Presenting and Interviewing, Producing to Editing and Audio Production and it's through these courses that we hope to both broaden our membership and our wider appeal to the community.

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

SNR facilitates discussion and the expression of opinion in many ways. Encouraging and accepting communications into our station across multiple platforms, we are able to receive communication by Text, Whatsapp, Phonecall, E-Mail, major social media platforms and by written letter to our studio address. Not only do we accept physical material and electronic communication, but (prior to Covid regulations) we have hosted studio open days for our community to visit, to see how we work and to talk with presenters, producers and managing staff about how the station can grow, produce better content and address active community issues. Whilst at community events we also engage with visitors to our stall and often go roaming to speak to those who aren't comfortable approaching our tent. All of our communication methods allow for a two-way conversation and we pride ourselves on acting on the valuable feedback provided. And, in future, subject to the requirements of Covid, we would again look to invite a range of guests into the studio for an interview or for live music performances.

- 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.**

SNR has an 'Always Recruiting Scheme' where anyone who expresses an interest can make contact with the station and is invited to our studio to get a hands-on feel for radio. On arrival, they are greeted and introduced to our studio and given an informal chat over how the station operates, staff structure, equipment use and software use. They are then given the chance to ask questions and are encouraged to share their ideas and interest for what they wish to do at the station. This is then used to tailor how we progress the training element. For those interested in primary admin roles we follow informal and ad-hoc training as each role varies and a set pattern does not work for our structure. However, all on-air related roles complete an online video-based training package covering the 'How-To Basics' Once completed they re-attend our studio and have a 1-2-1 session putting the theory into practice with one of our experienced on-air trainers. Once confident with the system and functions a slot is agreed and a buddy attends at least their first show to ensure all runs smoothly, answering any questions, assisting with any issues and being a friendly face during the tipping points of our new presenter's radio career.

SNR is continually improving and developing the training and is currently developing a training academy that will provide both internal and external training opportunities, covering more areas of Radio, with anticipation of increasing scope to cover wider topics such as Social Media and Marketing too.

- 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.**

SNR on-air content is specifically shaped and formed by the requests and feedback from our community allowing us to provide an on-air service that is enjoyed and useful to the listener. For example, our Daily Breakfast Briefing was a suggestion made at the start of the pandemic to provide daily updates on essential services such as GP's and Pharmacies, and as a result, has been running for almost two years, produced live every morning with an ever-growing list of useful information and services. This has allowed us to strengthen the links between our isolated community and the essential services that many are users of.

SNR aims to also use the upcoming training academy to shape the future of the project and take the feedback and experiences of both the young people who ultimately have a very different perspective on life and their community, paired with the feedback and views of our adult trainees from our communities who will see and raise different community issues. This combined will allow us to work with partner agencies and our communities to target and address issues affecting not only one group of individuals.

- 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.**

With SNR being a voluntary member-run station, we have an incredible range of life experiences, job roles and walks of life available to us.

Members of our team include teachers, business directors, salespersons, community champions, IT experts, office workers, factory workers and police officers.

Many of our team have experience working with young people, several having previously worked and volunteered within schools in both media and performing arts related subjects, as well as supporting young people with additional educational needs. Subject matter experts within the team allow a great insight and wealth of knowledge on their subjects which allows us to produce high-quality training packages.

The volunteer-run project attracts many members who have worked with or volunteered for many other different local community projects or charities.

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.**

SNR allows members of the local community opportunities to participate in the operation and management of the service by, as previously mentioned, having an 'Always Recruitment Scheme' allowing anyone in our community to engage with the station. We tailor roles to fit an individual skill set or help individuals develop new skills to take on new roles. We regularly offer manager roles to all members to assist in running specific aspects of the station. In many of these positions, we assist members with learning the necessary skills and encourage every member to try a new role that they may not have previously considered to develop their personal skill set and potential and to learn new, transferable skills that could assist them in other aspects of their lives.

Accountability

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

SNRs communities have multiple platforms through which they can contact our services and all requests and feedback are submitted to the management team to be used to shape the station's growth and ensure we produce a service that is acceptable, informative, relevant and enjoyable for our community. We strongly encourage our community to get involved and are always considering and investigating new ways to make communicating with us easier.

As previously mentioned we have a great opportunity at major local events to speak directly with our community and learn what they wish to see, hear and gain from our station. We are also now working with steering groups to develop specific aspects of our station.

- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

SNR accepts all suggestions, feedback and criticisms via a wealth of platforms. All of these are directed to the management team who discuss all raised comments and use these to shape and model the future of the station. Any matters requiring very urgent attention, consideration and feedback can be discussed through meetings of the management team via electronic means extremely quickly should it be necessary, without waiting for a regular formal physical meeting to be convened. The station on-air service is extremely flexible and therefore we are able to implement many viable suggestions.

All proposed changes are disseminated to our members who also get an opportunity to have input on how we are best to act on the suggestions and changes as often it's they who have the best ideas and thoughts, being the ones actually 'on-air' and running the station's content.

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
<South Norfolk Radio (the on-air name of the programme service as in question 3.1 of this application)>	<p><South Norfolk Radio> <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p><Residents, Guests, Visitors and those surrounding our local district> <i>in</i></p> <p><South Norfolk District> NOTE: 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>) <i>by</i></p>		<p><Norwich FDN Multiplex> as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on></p>

	<p><Broadcasting for 24 hours 7 days a week, producing local, informative and entertaining content describe in no more than 50 words></p> <p><i>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).</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"> ● <i>the facilitation of discussion and the expression of opinion,</i> ● <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> ● <i>the better understanding of the particular community and the strengthening of links within it.</i> <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).

The Station Manager / Managing Director has completed training online in relation to broadcasting compliance. Initially completing an online course for compliance in anticipation for launching an FM station in 2018. The station manager has continued to keep up to date with compliance, regularly checking the associated codes and practices, engaging in discussions with other compliance & station managers and following the Ofcom public complaints. The station manager encourages all members of the station to challenge the knowledge and always ask if unsure.

- 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.

The Station Manager (SM) has been managing compliance with the station since 2018. Although currently operating as an online-only station, where practicably possible the SM has run the stations compliance as if a licensed community station. The SM uses the Ofcom complaints to assess and ensure that all content is within the required codes by comparing our content and actions to those in similar complaints.

- 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.

Station Manager -

Will be ultimately responsible for the compliance, Alongside managing the day to day running of the station, the SM conducts random spots checks against all members to ensure compliance, listens to content regularly across all hours of broadcast.

Compliance Assistant-

Will assist the SM in conducting spot checks on the station's output to ensure sufficient checks are completed against content being broadcast.

Station Directors -

Will act in the same capacity as Compliance assistants however have the authority and ability to resolve compliance issues or refer them urgently to the SM to be assessed and resolved.

- 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 on-air or on-air related roles will undergo an initial compliance training session, followed by a yearly refresher to ensure updates or misconceptions are resolved.

This session will be completed by the SM or an authorised Compliance assistant who has completed additional training themselves. The session will be an informative and interactive session, Testing each member's knowledge of compliance identifying weaknesses or misconceptions before they hit the air.

The training sessions will cover the rules, regulations and broadcast codes set out in the Ofcom Broadcast Code, BCAP Code and Phone-paid services code as well as legal and civil matters such as libel.

In addition, a pre-recorded top-up course will be available on-demand to all members to be able to re-cap on the essentials if they have taken a break from being on air, or feel they need a refresher prior to a formal refresher course being held.

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

All roles that have access to the on-air system either in the studio, remotely or at events will have to complete the training session prior to being on-air authorised.

- 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.

SNR records all content in line with Ofcom guidance. This allows us to spot check all shows if required either live or after the fact.

The Compliance team will complete random spot checks during live broadcasting to ensure compliance and act on any breaches immediately. All On-Air roles will have completed the compliance training prior to being on-air and all guests will complete a 'Station Guest Crib sheet' which will cover the basic 'need to know' of radio prior to being a guest on a show. Guests will not be allowed in the studio or on air unattended by a member who has completed the compliance training. All new presenters will have a buddy during their initial solo broadcast, who will assist in any questions or confusion with compliance. This buddy will also raise issues or concerns to the compliance team urgently for review.

In the event that content goes out On-Air that is not compliant with the codes and conduct, The compliance team have remote access to the service and have the ability to remove the on-air content through various options, from skipping content, disconnecting the studio and entirely shutting the broadcast off. Any compliance issues will be raised to the SM who will review the incident and take the appropriate action to prevent any further occurrence. In most cases an immediate on-air apology will be issued and the incident recording kept on long term storage.

- 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.

SNR broadcasts pre-recorded content in the format of syndicate shows, news and other information and entertainment content.

All content is sourced from reliable and trusted sources carefully selected by a station director who listens to all demos and a selection of previous shows to monitor compliance.

Content such as our news services is provided by a reputable and broadcast code compliant company.

All third party content is subject to spot checks and will be regularly monitored.

- 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.

All members with On-Air or On-Air related roles will be aware of the station's key commitments and will sign an agreement to contribute to their commitments to ensure the station meets the requirement. All members will be encouraged to support each other in meeting these commitments and upholding the station's standards.

The station's management team will complete spot checks throughout broadcasting hours to ensure that we maintain our standards and key commitments and any breaches will be immediately raised to the SM who will review & assess the incident, before taking the appropriate action to ensure the breach does not recur.

SNR also uses automated systems to monitor services to ensure on-air commitments are met and will alert the relevant technical person to any issues that may arise.

- 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.

SNR Management team will assess our key commitments against the station aims and objectives and the off-air social gain activities. By doing this they can assess the progress and success of these activities.

Regular external feedback will be sought to ensure that what is perceived by the management team is the actual fact and enable them to make any reasonable adjustments from this to ensure the key commitments are adhered to.

A running document is held for each year where updates and monitoring of such things as key commitments will be noted, These will be reviewed at regular management and full team meetings.

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

English

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

All of the compliance team members are fluent English speakers with English as a first language. No content will be broadcast in any other language without prior translation and verification.

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:

ANTHONY WOODS

Date of application:

01/01/2022

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](#)