
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):

SW20 Radio Ltd

Proposed service name:

SW20 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)

Cardiff DAB Ltd

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

Chris Jones, 28 Sophia House, Cathedral Road, Cardiff CF11 9LJ.
info@sw20radio.co.uk

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will 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):

SW20 Radio Ltd

2.2 Company registration number stated on Companies House:

13282467

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:

28 Sophia House
 Cathedral Road
 Cardiff
 CF11 9LJ

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

Yes (delete as appropriate)

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

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	Barrie Jones
Job title	Director
Address	28 Sophia House Cathedral Road Cardiff CF11 9LJ
Tele- phone	07944 416357
Mobile phone	07944 416357
Email	info@sw20radio.co.uk

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

www.sw20radio.co.uk

2.6 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.

We are currently funded through ongoing sponsorship and funding through local businesses to promote themselves on the station. We have also accrued funding from the DJ4aDay concept with hiring airtime slots to local schools. This also includes school trips and visits to the studio to generate income for us. We are also exploring funding ventures through local authorities and is also part funded through direct donations from both Directors

No funding will come from political organisations or any political body.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.7 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
Barrie Jones	28 Sophia House Cathedral Road Cardiff CF11 9LJ	UK	N/A	
Christopher Jones	28 Sophia House Cathedral Road Cardiff CF11 9LJ	UK	N/A	

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

- 2.8 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 proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

- 2.9 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	

- 2.10 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

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

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

Full name of individual or body	Address	Affiliates
Barrie Jones	28 Sophia House Cathedral Road Cardiff CF11 9LJ	
Christopher Jones	28 Sophia House Cathedral Road Cardiff CF11 9LJ	

- 2.12 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, 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		

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

- 2.14 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

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

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

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

- 2.16 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	

- 2.17 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	

- 2.18 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		

2.19 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	

2.20 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	

2.21 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	

2.22 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		

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

No (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				

- 2.24 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		

- 2.25 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?

SW20 Radio

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

Cardiff DAB Ltd

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.

Main Studio is based at Sophia House in Cardiff, however our Volunteers broadcast from home in most instances, many of which live in and around Cardiff.

- 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.**

SW20 Radio currently broadcasts on the internet with the intention of broadcasting via the Cardiff DAB Ltd Multiplex. We currently have circa 30 Volunteers based across South Wales and have the aspiration to *'bring our South Wales Communities together'*.

Our Studio is based in Cardiff, South Wales, however due to the Covid Pandemic we adapted our broadcasting criteria and software to enable our volunteers to present from Home. The majority present from home, many living in and around Cardiff.

SW20 Radio will serve all ages of the Community to provide opportunities for everyone interested in Radio & media. We also target 16-25 year old age group in South Wales and have created our *'SW20 Youth'* brand within the SW20 Radio umbrella.

The service is music and speech led.

We will cater for a youth orientated audience giving hands on training and support for young people in education who want to learn all aspects of radio including presenting, producing, script writing, social media, scheduling, journalism, sales and marketing – We recently partnered with one of presenters to create 'DJ4ADAY' in local schools to promote this and the success of this has led to that presenter obtaining a full time role under their own umbrella.

We have also partnered up with 'Inspire' who provide disadvantaged young people the opportunity to get involved with local community radio.

We have partnered with third parties such as Basketball Wales and support them on their events in Cardiff. Also, we have been working with schools in and around the Cardiff area, including Willows High School to provide an opportunity for pupils to broadcast on our platform.

We aim to build links with the local community groups inclusive of social media groups to create varied genres of programmes for the station. We currently cater for all aspects of musical tastes to bring the community together, along with providing local artists and businesses opportunities to promote their products.

- 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.**

SW20 Radio pride ourselves on a 'no advert' USP and therefore our only revenue stream is show sponsorship and potential funding. In the event any extra revenue is produced, this is distributed back into the Company to improve training and social gain to the community.

The station is currently predominantly funded by the two Co-Founders (Directors) and this intent will remain as our passion is radio and bringing the community together.

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.**

SW20 Radio will deliver entertainment and community information for South Wales.

The main output will come from volunteers who are receiving training on how to produce and present regular radio programmes, in turn training up new volunteers.

We are currently supporting local sports and clubs such as us partnering with Trethomas Football Club based just outside Cardiff with one of their committee and coaching staff being part of our team – We have provided PA at home games which has brought exposure to our station.

Also, we are part of Relay for life, being involved with Cancer Research and local committees in providing key entertainment and encouragement during their 24 hour park non-stop walk. We have been involved in multiple outside events in the committee to support them. We also provided entertainment with our partners Basketball Wales as part of their events in Cardiff.

We have also run events such as Halloween and Christmas themed parties, discos and fundraisers for different areas in and around the Cardiff area for families.

The DJ4ADAY scheme has run in schools and assisted with the education curriculum. This programme has already provided a platform to improve children's confidence and social skills much of which can be seen on our social media platforms.

We would also encourage school trips to present and record radio shows and be available to provide work experience placements.

We have presenters and listeners who have confirmed that SW20 Radio was a comfort to them during the Covid Pandemic, providing communication in the Community with many people making new acquaintances and subsequently socialising following the Pandemic.

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

SW20 Radio will be everything for the younger population of Cardiff & South Wales allowing these individuals in the community to engage and grow with the station – our SW20 Youth team is growing and we are currently putting measures in place to expand their broadcasting times.

We welcome all genres of shows so do not stipulate what new presenters should be doing – we have a flexibility that will want volunteers to join but have fun in doing so, always following and adhering to broadcasting legislation.

- 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 offer work experience placements for Schools inclusive of school trips (we already had a school trip last year and received excellent feedback from the school) This will help gain valuable skills within the radio industry.

This training will be open to both schools, colleges and Universities including anyone who expresses desire to learn more about the radio industry.

We also participate in half term programmes with local communities to teach local youths about preparation of radio shows, giving them an opportunity to prepare a show and record them.

We have recruited a team of volunteers and regularly advertise and offer multiple opportunities to join the team both in front of and behind the mic.

We have also partnered with Glamorgan Music to offer several weekend sessions for pupils to come in and host their own show from the studio.

- 3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

Our aim is to help individuals grow confidence, social and life skills ensuring that they are well equipped when moving into the next chapter of their journey.

They will have the opportunity to set agendas for programmes and podcasts which are relevant to the youth audience of South Wales such as health content, education, social well-being including mental health issues and any other subjects relevant to the audience.

We currently have a 30 hour radiothon proposal in place, raising money for SW20 Radio & Mental Health UK – Mental health awareness being SW20's commitment over the coming years.

The service offers different options to reach all areas and persons in our community – for example Web, app, smart speaker. We also run outdoor events and have been able to engage and speak directly with the community and areas visited to understand their needs for local radio and understand their requirements more clearly. This has led us to providing hands on learning and experience as well as tailored content based on discussions with the community.

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

SW20 Radio partnered up with one of its presenters, Susie Webb, to provide the 'DJ4ADAY' programme in schools. We have successfully delivered this programme to over 8 schools to-date where the feedback from the schools has been exemplary. So much so, Susie has been taken on by Gwent Music who have access to over 100 schools in Torfaen/Newport alone to further develop the programme and has taken the project under her wing providing her with a full-time role. We intend to replicate this in the Cardiff area.

The Co-founders set up the station from scratch, currently broadcasting via the internet, who both have PM experience – Chris Jones is a Programme Manager leading a team of people to deliver IT software development projects through multi-disciplines across several industries. Barrie Jones leads a Commercial team during his day job of 14 Quantity Surveyors including securing new construction projects, liaising with numerous sectors of personnel from Client to Subcontractors to deliver projects on budget.

Our volunteer, Roger Tomkins has over 30 years in broadcasting across several stations in the UK as well as being a highly skilled sound and technical engineer – heading up our relay for life involvement as referred to earlier.

Our volunteer, Andy Dubberley has 30 years experience in presenting and DJ'ing and since joining our team has taken his show on the road and is set to embark on a mini tour promoting the station.

Our Volunteer Rosemary Fish is a childminder, working with children of all ages with 18 years experience assisting with delivering children's projects as part of our social gain commitment.

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.**

SW20 Radio reaches out to its target audience through social media (Facebook, Twitter, Instagram to name a few) and education establishments to allow for opportunities to participate in the day to day running of the radio station. We also reach out on the business platform 'Linkedin'.

Word of mouth will be crucial to the success in reaching the target audience of South Wales so we have partnered up with local community groups such as Pontypool Relay for life, Basketball Wales & Trethomas Football Club to shout about the station and get our name out there.

This approach has led to several volunteers being recruited and in the process joining us to help with operational roles.

Accountability

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

We have a website for contact – www.sw20radio.co.uk.

We have social media accounts across all platforms.

We encourage all new volunteers who wish to present to propose their own genre of show and encourage variety. Our current presenters feel empowered to prepare and execute their shows with confidence with the management team always providing feedback and encouragement.

We regularly invite and receive contact via our social media platforms, in particular Facebook messenger and Instagram direct. We also have a dedicated email address for the studio and requests – 'requests@sw20radio.co.uk'. We also have a dedicated email address for all other enquiries – 'info@sw20radio.co.uk'

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

We will ensure members of the target community can provide feedback and concerns to talk through and voice any grievances.

Any valid criticisms will be taken on board and acted upon immediately through discussion and steering groups.

We have received suggestions and have acted on these such as altering show times and slots. Also, we have introduced new shows that the Community have suggested – this includes a request show that is aired weekly.

We have an exclusive email addresses to encourage the local community to reach out – info@sw20radio.co.uk & requests@sw20radio.co.uk.

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

Licensed Service	Service Description	Transmission Schedule	Multiplex
<SW20 Radio> (the on-air name of the programme service as in question 3.1 of this application)>	<p><SW20 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><All ages particularly 16-25 year olds> <i>in</i></p> <p><South Wales> 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>< Cardiff DAB Ltd Multiplex >(as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on></p>

	<p>< giving people the chance to be involved in community radio and provides a platform to promote local events, discuss and highlight relevant topics as well as education and training for those interested in learning more about the industry.</p> <p>The service broadcasts:</p> <ol style="list-style-type: none"> 1. Music: The main type of music broadcast over the course of each week is: Variety – classic then current music to cover all ages and musical tastes. 2. Speech: The main types of speech output broadcast over the course of each week are: local news, events and ‘what’s on features in the local community along with interviews of local upcoming talent/artists. 3. The service provides locally produced output for a minimum of 6 hours per day <p>The current studio is located inside the licensed coverage area, many of our presenters present live shows from home and are based within the broadcast area.</p> <p>The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:</p> <ul style="list-style-type: none"> • The facilitation of discussion and the expression of opinion giving the target community a voice • The provision (whether by means of programmes included in the service or otherwise) of education and training to young people and unemployed by the people providing the service 		
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	<p>The better understanding of the particular community and strengthening links within it with a view to <i>'bringing the community together'</i></p> <ul style="list-style-type: none">• Members of the target community contribute to the operation and management of the service <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).

SW20 Radio will have a dedicated compliance manager to keep overall compliance of the service and delivery. This will be Chris Jones using over 5 years of broadcasting and knowledge and 15 years experience working in a regulated industry. This also includes 10 years experience working within several compliance functions within a heavily regulated industry.

This includes 1st and 2nd line compliance roles as well as Training and Competence managerial experience. Chris has worked with regulated bodies such as the Financial Services Authority, the investment association and also Gov.uk.

We also record shows in order that they reviewed and monitored.

- 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.

Barrie and Chris have both worked in the radio industry for a combined 10 years and are fully aware of the broadcasting rules and the responsibility of maintaining a radio service.

- 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.

SW20 Radio have 2 members working in:
Management, Admin & Programming
Management, Admin, Social media & website content

- 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.

SW20 Radio will train volunteers and presenters and will conduct this on a regular basis, utilising a rota system. Both members of staff have a knowledge of the broadcasting compliance rules and will use their skills to audit output and offer advice through training.

All shows are recorded and feedback is provided regularly to presenters, also sending copies of the recordings to each presenter to encourage them to listen back and improve their broadcasting skills.

We also provide training documentation in understanding and refreshing knowledge on compliance, for regular review with volunteers.

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

Yes, all training is mandatory.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

All pre-recorded shows will be reviewed before going live on air. We will have an approval process for all content and nothing will be broadcast live on air without approval.

- 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 music and content will be fully vetted by training staff before broadcast. This will also include any content supplied by guests. All music will be provided by record labels/reputable sources and not taken from third parties (streaming services).

- 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.

A regular review of output will always be monitored and is the responsibility of our programme director.

- 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.

All volunteers and presenters will be advised of our key commitments that we agree to deliver and will be asked to comply with them regularly. The programme director will monitor all output ensuring that we comply to all key commitments.

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

English

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

N/A. Management all speak English as their primary language.

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

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

BARRIE JONES

Date of application:

13th May 2023

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

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

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