

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):

Cheshire Media and Arts CIC

Proposed service name:

Strawberry 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)

Cheshire East

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

Cheshire Media & Arts CIC, Pepper House, Pepper Rd, Hazel Grove, Stockport SK7 5DP

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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

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

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

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

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

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

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

Provision of information

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

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

Publication of information about applications and licensed services

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

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

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

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

Data protection

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

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

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Cheshire Media & Arts CIC

2.2 Company registration number stated on Companies House:

16058876

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:

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

☒ Yes ☐ No

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	Paul Taylor
Job title	Director
Address	40 Ashbourne Rd, Hazel Grove, Stockport, SK7 6DY
Telephone	07901557788
Mobile	07901557788
Email	Paul.taylor1@virgin.net

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

www.strawberryradio.co.uk

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

Strawberry Radio will be funded by various funding streams ranging from on-air advertising, sponsorship, off-air advertising, grant funding and donations from individuals and in-kind from business and partner agencies

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
Paul Taylor	Pepper House, Pepper Rd, Hazel Grove, Stockport SK7 5DP	England	Director	Self Employed
Richard Higginson	Pepper House, Pepper Rd, Hazel Grove, Stockport SK7 5DP	England	Director	Self Employed
Helen White	Pepper House, Pepper Rd, Hazel Grove, Stockport SK7 5DP	England	Director	Self Employed

Full name of individual	Correspondence address ²	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Christopher Toole	Unit 6a Heaton Mersey Industrial Estate, Battersea Road, Stockport, Cheshire, England, SK4 3EA	England	Director	Self Employed
Jane Watherston	2 Oak Cottages, Alton Rd, Wilcot, Pewsey SN9 5NR	England	Director	Administrator

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

² This should be the same address as is held and published by Companies House.

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

Full name of >5% participant (existing and pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Paul Taylor				20
Jane Watherston				20
Richard Higginson				20
Helen White				20
Chris Toole				20
Comments				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of the entity	Address	Affiliates
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
As 2.8		

- 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 / 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; ³	NO	
An individual who is an officer of a body falling within (b) or (c);	NO	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	NO	
An advertising agency or an associate of an advertising agency	NO	

³ 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.

Details of applications, licences and sanctions

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

☒ Yes ☐ No

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

Licence number	Name of multiplex
CDP105566BA/1	Strawberry Radio

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

☒ Yes ☐ No

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

Licence number	Name of service or multiplex
CDP105566BA/1	Strawberry Radio

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

☒ Yes ☐ No

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
January 2009 - 2018	AL.038-3	Imagine FM
September 2019 – Feb 2025	DP103002	Strawberry Radio
March 2025 – Present	CDP105566BA/1	Strawberry radio

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

☒ Yes ☐ No

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

Licence number	Name of service or multiplex
DP105643BA/1.	Strawberry Radio (to be surrendered simultaneously with grant of CDSP)

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

☒ Yes ☐ No

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

Licence number	Name of service or multiplex
DP105643BA/1.	Strawberry Radio (to be surrendered simultaneously with grant of CDSP)

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)?

☐ Yes ☒ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

If yes, please provide the following details:

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

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

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

N/A

3. The proposed service

About this section

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

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Strawberry 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.

East Cheshire DAB – East Cheshire Area

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).⁴

18 Church Rd, Cheadle Hulme SK8 7JB

⁴ If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

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

Yes CDP105566BA/1

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

Strawberry Radio will broadcast to the area of Cheshire East, it encompasses some of the most affluent areas in the UK alongside pockets of significant deprivation. This diverse area covers affluent, market towns of Macclesfield, Wilmslow, Altrincham and Knutsford, along with towns and villages of industrial development such as Partington and crewe. Our Service will offer 'access for all' and aim to unify this diverse area.

Strawberry Radio will offer free media training, a platform for the target community to air its views and concerns, and will act as a springboard for local talent. It will promote health, education, training and employment opportunities to empower members of the community, including young people.

There is also a plan of a busy schedule of outdoor events and festivals for 2025/2026. This includes Wilmslow Music festival, Poynton and the Cheshire Shows along with the Astle Park Stream Ralley.

- 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.**

Strawberry Radio's broadcast licence will be held by Cheshire Media & Arts CIC which is a non profit organisation.

Any profits gained are reinvested into the company to deliver its aims and objectives. Strawberry Radio's service will be cost-neutral, and we are budgeting to subsidise it from existing surpluses achieved by the previous DSP Service.

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.

Since its launch in 2019, Strawberry Radio has worked with many community groups and charities including the Cheadle Together Trust Funday, Stockport Homes, the Seashell Trust, Bramhall Together Trust community Events, Sector 3, Viaduct Care, The Plaza Trust, Hazel Grove Carnival, Poynton Show.

Also, working with the NHS to promote their health and wellbeing campaigns, majorly cancer campaigns, vaccine campaigns, covering Covid-19, along with Department of Education to promote their covid campaigns. Our local authorities of Stockport and Cheshire East Councils use the platform to reach all demographics and promote their campaigns.

Strawberry currently works with Stockport, Trafford and Macclesfield Colleges to promote young people's activities, the Wellspring to help with the Homeless messaging and the Seashell Trust and Disability Stockport to provide vital messaging for the community along with Wilmslow's way Better, the Wilmslow BID, The Altrincham BID and is looking to now support The Time Out Charity in Handforth along with East Cheshire Hospice, Time for Autism, East Cheshire Eye Society, Macclesfield Samaritans, The Alex Hulme Foundation in Altrincham and the Knutsford Community First.

With fully equipped Podcast Studios, Strawberry has been very successful in training young people and people not digitally connected in radio training and some of the volunteers who started their working career/work experience with Strawberry progressed into full-time employment with the confidence they gained from radio experience. We aim to now expand this out into 'Drop in' sessions in community centres throughout the Cheshire East area including Wilmslow, Poynton, Macclesfield and Knutsford Libraries.

The service promotes cultural values and identity, providing advice and support to the community. In addition to the current area of broadcast, we see that the broadcast service will benefit additional diverse areas, for example:

Macclesfield is medium-sized town with a population of around 54,000. The crime rate is higher than the Cheshire average. However, with a diverse age range and a strong local identity (e.g., Barnaby Festival, Treacle Market), we can amplify local events, promote community groups, and foster a stronger sense of belonging.

Local News & Information: Despite its size, local news can be fragmented. We can provide consolidated, timely updates on local council decisions, road closures, community initiatives, and public safety announcements, especially given the higher crime rate.

Addressing Social Issues: Discussion programs could address local concerns like crime rates, housing, and local development, providing a forum for residents to voice opinions and seek solutions.

Promoting Local Businesses: Supporting the local economy by offering affordable advertising for diverse businesses, from health activities to retail.

Knutsford is market town with a population of around 13,500. Perceived as affluent, but with pockets of localised deprivation (e.g., St John's Wood ward). High proportion of residents over 65. New housing developments are adding nearly 1,000 homes by 2030.

By Bridging Social Divides we will help connect the affluent areas with the more deprived parts of Knutsford, ensuring all voices are heard and promoting initiatives that benefit the entire community.

Information for New Residents: With significant housing development, we will help new residents integrate by providing information on local services, schools, community groups, and events.

Supporting Local Economy: Promoting the town centre, local businesses, and the development of a Business Improvement District (BID) would be key.

Elderly Engagement: Given the high proportion of over 65s, programming tailored to their interests, including health advice, and social events, will be highly beneficial.

Plumley is a small, rural parish with a population of just over 600, dominated by farming. Many residents commute to nearby towns/cities. It has a railway station linking to Manchester and Chester.

Rural Connectivity: In a dispersed rural community, our service will be a vital link, connecting residents to local news, events and emergency information.

Commuter Information: Providing real-time updates on local road conditions (A50, A556, M6) and railway services will be highly valuable for commuters.

Promoting Local Businesses (Home-based & Agricultural): Many small businesses operate from home or are agriculture/horticulture-based. We would promote these, fostering local trade.

Preserving Rural Identity: Highlighting local heritage, wildlife, and environmental issues important to a rural parish.

Addressing Isolation: For those who might feel isolated in a rural setting, we can provide companionship and a sense of connection.

Altrincham is a major town within the area with a population around 50,000. Known for its market and being part of a "stockbroker belt" it has affluent residents and good transport links.

Market & Retail Promotion: We will support the revitalised Altrincham Market and other local retail businesses, especially given past challenges from larger shopping centres.

Community Events & Culture: Promoting the vibrant cultural scene, events, and initiatives that appeal to its educated and active population. Working with the Altrincham BID

Transport Updates: Given its commuter population, real-time updates on local transport (trains, trams, roads) would be highly valued.

Professional & Business News: Catering to the significant professional and managerial demographic with relevant business news, interviews with local entrepreneurs, and discussions on economic development.

Youth Engagement: With a notable student population, programming that appeals to younger demographics could be beneficial for community involvement.

Partington Falls under Trafford council it has a Population around 7,300. Has a significant proportion of children eligible for free school meals (around 55.8% for one academy), indicating areas of socio-economic challenge.

Addressing Deprivation: we will be a powerful tool for social uplift, providing information on support services, job opportunities, educational programs, and health initiatives relevant to a community facing socio-economic challenges.

Youth Engagement & Aspiration: Offering training and participation opportunities for young people, helping to build skills and confidence. Programs could focus on local youth issues, music, and positive role models.

Community Voice & Empowerment: Giving a voice to residents who may feel marginalised, allowing them to discuss local issues, concerns, and successes.

Local Information & Services: Disseminating crucial information about local council services, health clinics, food banks, and community support groups.

Safety & Well-being: Broadcasting public safety messages and promoting local initiatives aimed at improving community well-being.

Celebrating Local Identity: Despite challenges, fostering pride in the local area and celebrating community achievements.

Strawberry Radio serving these diverse areas would act as a vital hub for information, entertainment, and community engagement. By understanding and responding to the unique fabric of each town and village, it can truly become a voice for the people, fostering stronger, more resilient, and better-informed communities across Cheshire East

The Service broadcasts:

Music – Music broadcast is very diverse from Greatest hits to local artists in all genres.

Speech – The service provides local and business news along with interviews for charities and local business with ‘sofa stories’ told in the podcast studios.

The service provides a range of community benefits (social gain objectives for the target community, both on and off air, and in doing so, achieves the following objectives;

- The facilitation of discussion and expression of opinion
- The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the service.
- The better understanding of the community and strengthening links with it.
-

Members of the target community contribute to the operation and management of the service. The service has mechanisms in place to ensure it is accountable to its target community.

3.8 Please summarise how your service will facilitate discussion and the expression of opinion.

Answer in fewer than 200 words.

Strawberry Radio will maintain its 'open door' policy, allowing individuals in the community to engage with the station on different levels of programming, broadcasting, administration and events.

Members of the target community contribute to the operation and management of the service. The Station engages with the community through face to face meetings and events, allowing studio access, telephone, messages emails, social media and programming.

Strawberry Radio provides a range of community benefits, both on air and off air, and in doing so achieves the following objectives;

- The facilitation of discussion and expression of opinion
- The Provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- A better understanding of the community and strengthening of links within it.

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.**

Strawberry has always maintained an open-door policy. We offer training to individuals within our target community who express a desire and willingness to take part and would like to become presenters.

This training is ongoing to both new and current presenters/volunteers linking with multiple agencies along with social and community groups. Community members are also encouraged to email us with their interest.

Apart from formal training, we have senior presenters who mentor new recruits and help maintain quality production.

Our audience are encouraged to contact us through various methods, such as a phone, website, email, social media, or in person.

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

For 5 years, Strawberry Radio has played a vital role in shaping lives through diverse programs covering society, health, education, finance, sports, and global news. The service connects deeply with the community.

Our partnerships with local agencies and organisations enable us to reach difficult-to-access service objectives.

Regular feedbacks and consultation opportunities during organised community meetings/events helps us with better understanding of our target communities.

Working with local groups, we foster positivity and unity and strengthen the links within the community by providing discussion shows on local needs and wants, airing people's views and concerns, and promoting local opportunities such as employment, training opportunities.

- 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.**

Strawberry Radio has been involved in broadcast to the community for 5 years, and the management team have a over 20 years combined broadcast experience.

The service has demonstrated its commitment to longevity to serve the community by working with partners including community groups and charities, delivering services that are beneficial to the local community including training people from grass roots level to producing and presenting shows.

Producing outdoor festivals and a schedule of outdoor events across the area, including volunteers gaining experience in stage presentation and all aspects of outdoor sound and broadcast.

Strawberry Radio has demonstrated its relationships with multiple agencies including its partners working with the health service and its agencies to promote health education. Working with colleges to promote access for youth and working with Charities to promote access for all.

Strawberry Radio is a Digifest partner and has provided Podcasting workshops to people who are not digitally connected across the area.

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.**

Strawberry Radio will adhere to the Key Commitments given to them and will ensure that the target community of Cheshire East has opportunities to participate in the operation and management of the service through regular meetings and discussions over the year. That there is the opportunity to provide valuable insights, feedback, and suggestions, directly influencing the station's trajectory through open communication channels.

To empower community members with the necessary skills for active participation, we initiate training programs. These sessions focus on essential areas such as radio production, hosting/presentation, technical support and podcasting.

Strawberry accommodates young people with work experiences which often brings back their contributions in magnified ways.

Active encouragement for community members to volunteer at Strawberry forms an integral part of the strategy. Volunteering offers hands-on involvement and instils a sense of ownership. From contributing to programming to engaging in technical operations, volunteers play a crucial role in enhancing the community's connection with the station.

This approach not only fosters community engagement but also provides individuals with valuable experience in the media industry.

Building partnerships with local community organisations serves to strengthen our outreach efforts. Collaborative projects, events, and initiatives with these organisations provide opportunities for community members to actively participate in the station's activities. These collaborations also deepen our understanding of community needs and preferences.

Hosting regular community engagement events, forums, and feedback sessions is fundamental for maintaining an ongoing dialogue. These interactions allow Strawberry Radio to stay responsive to the evolving dynamics of the target communities. Actively seeking input during these engagements ensures that the programming aligns with community expectations, remaining a true reflection of their interests.

Ensuring diverse perspectives in decision-making processes is paramount. We advocate for the inclusion of community representatives on the governing bodies, such as the station's board and advisory body. This representation guarantees that decisions align with the interests and values of our target communities.

Our comprehensive strategy revolves around creating a symbiotic relationship between Strawberry Radio and the target communities.

Through active participation, representation, and continuous engagement, we aim to establish a platform that not only reflects the community but also acts as a catalyst for positive change within it.

Accountability

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

Based in the very heart of the community, Strawberry's open door policy, its connection with the community through multiple platforms (website, social media, telephone, etc) and regular meetings, discussions, live events has always allowed our target community to easily contact the station. We further encourage members of the community to email us or phone our office with their concerns or views.

- 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.**

Strawberry Radio prioritises sensitivity to the needs and concerns of the target community. We actively welcome and value all suggestions and criticisms, addressing them promptly through various channels, including phone, email, and face-to-face interactions when necessary.

The studio manager is responsible for handling any arising issues, ensuring a swift response.

In the event of more serious matters, the studio manager would escalate the concern to the Management Committee, requesting an emergency meeting. This process ensures that every suggestion or criticism from our local community is thoroughly understood, addressed, and responded to with the utmost diligence.

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	STRAWBERRY RADIO (the on-air name of the programme service as in question 3.1 of this application)>
Service Description	STRAWBERRY RADIO is a radio service intended to serve NOTE: The next 3 headings below are the components of the ‘character of service’. THE COMMUNITY in STOCKPORT AND CHESHIRE EAST NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (“the target community”) by Entertaining and communicating with the community of Stockport and Cheshire East through music, speech and more both on-air and off-air broadcasting and in doing so empower the community served. 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 with-in the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee). The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives: the facilitation of discussion and the expression of opinion,

	the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and the better understanding of the particular community and the strengthening of links within it. Members of the target community shall contribute to the operation and management of the service.
Transmission Schedule	
Multiplex	Cheshire East (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>

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).

Broadcast compliance training carried out with Paul Taylor with Ofcom in 2019, who has also read and studied the Ofcom Codes, also has radio management experience since 2009

- 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.

Paul Taylor was a Chief executive of a commercial FM station from 2009 to 2019 and has been responsible for the training of broadcasting and maintaining overall compliance of that station and Strawberry Radio from 2019 to present

- 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.

As the head of operations auditing committee, it is the duty of the Station Manager to ensure that all staff is adhering to Ofcom's regulations. The compliance committee will make sure every member of staff is aware of and has signed a compliance agreement before any work is assigned. The Director of Strawberry Radio oversees and provides input on all compliance procedures. A Broadcasting Guide (Strawberry Radio Handbook) is provided to all presenters. After going over every written material, they have a chance to talk and pose questions.

- 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.

Strawberry Radio runs regular training for all staff and volunteers and presenters on a regular basis over the year. We have a dedicated core team which are now settled into the role of a presenters and understand compliance and broadcasting rules.

- 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

- 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.

Strawberry Radio has been on air since 2019 and as such has made sure its policies, training and availability of the broadcasting code is regularly used for reference.

Strawberry Radio uses Playout One as a playout system and ensures all playout material is radio friendly.

The Station has a dedicated PC to retain all recordings as per licence requirements. An additional back up is also in place in a separate hard drive.

The station has a pool of volunteers/presenters who have been with us over a long period of time and understand the need to check that material for air is suitable and adheres to Ofcoms Broadcasting code.

The station manager ensures any live content is suitable and is trained to abort any broadcast deemed unsuitable.

We have written agreement from staff and volunteers which outlines the checking of all material for air and the penalties for non compliance.

- 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.

The system and procedure we have in place in order to observe Ofcom's Broadcasting Code are to ensure all pre-recorded content is checked to ensure it suitability for broadcast.

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

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

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

Strawberry Radio will have weekly checks to ensure we are delivering on key commitments which a core function of the studio manager. A regular review of delivery of service is always observed and monitored.

A digital report is created after each guest and content is updated after the shows are concluded.

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

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

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

Strawberry Radio will ensure that ongoing compliance with Key Commitments that relate to the station's off-air social gain activities is strictly maintained like any other service delivered from this platform.

Every activity is monitored and guided by experienced volunteers and overseen by the director of the station. These activities are pre designed and volunteers conducting the events/workshops/trainings are also briefed and the compliance requirements revisited and reminded.

Information on off air activity will be documented and published on the website and on social media,

- 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.**

5 Team members are fluent in English and will ensure broadcast in English will comply with Ofcom's code and rules

5. Declaration

About this section

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

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

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

The declaration must also be dated.

5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.

5.2 I further declare and warrant:

- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
- b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
- c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
- d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.

5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and any other individuals and/or 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:

PAUL TAYLOR

Date of application:

15th July 2025

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](#).