

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 Radio Ltd

Proposed service name:

Cheshire ONE

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 Mid

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

David Duffy

david@cheshire.one

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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 Radio Ltd

2.2 Company registration number stated on Companies House:

11681350

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:

20 Crewe Road, Sandbach, Cheshire CW11 4NE

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

Yes

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

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

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

| | |
|-----------|--|
| Full name | David Duffy |
| Job title | Director |
| Address | 20 Crewe Rd, Sandbach, Cheshire CW11 4NE |
| Telephone | |
| Mobile | |
| Email | david@cheshire.one |

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

<https://www.Cheshire.ONE>

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

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

The service is being funded as follows:

A start-up grant of £10,000 is being provided by Niocom Associates Ltd to establish the service.

Operation of the service will be through a combination of membership fees, on-air and off-air advertising, sponsorship and events.

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 |
|-------------------------|---|----------------------|--|------------------|
| David Duffy | 20 Crewe Rd, Sandbach, Cheshire CW11 4NE | UK | <p>Director (individual or corporate): Edinburgh DAB Ltd; Cardiff DAB Ltd; Preston DAB Ltd; Warrington, Widnes & Runcorn DAB Ltd; Liverpool DAB Ltd; Nottingham DAB Ltd; Wolverhampton DAB Ltd; Cheshire Radio Ltd; South Herts DAB Ltd; Wigan DAB Ltd; Walsall DAB Ltd (Small-scale DAB multiplex companies)</p> <p>Director: Niocom Associates Ltd (Small-scale DAB consultancy); Niocast Digital Ltd (Small-scale DAB shareholder); Viamux Ltd (Small-scale DAB equipment provider); Optimux Digital Ltd (Small-scale DAB software solution provider)</p> | |
| Phil England | 20 Crewe Rd, Sandbach, | | Media Excellence Ltd | |

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

| | | | | |
|--|----------------------|--|---|--|
| | Cheshire CW11 4NE | | Cheshire East DAB Ltd Wigan and St Helens DAB Ltd Liverpool DAB Ltd Local Radio Support Ltd | |
|--|----------------------|--|---|--|

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 |
|--|---------------------|-----------------------------|----------------------------|-----------------------|
| David Duffy | N/A | | | 100% |
| | | | | |
| | | | | |
| Comments | | | | |
| Company limited by guarantee | | | | |

- 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 | 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 | N/A | 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 |
|---------------------------------|---|------------|
| David Duffy | 20 Crewe Road, Sandbach, Cheshire CW11 4NE | |
| | | |
| | | |

- 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 |
|-------------------------|--|-------------------------|
| See 2.8 | See 2.8 | |
| | | |
| | | |

- 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 | N/A | 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 | N/A | N/A | N/A | 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) A local authority | No | |
| b) A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body | No | |
| c) A body whose objects are wholly or mainly of a religious nature; ² | No | |
| d) An individual who is an officer of a body falling within (b) or (c); | No | |
| e) 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 | |
| f) An advertising agency or an associate of an advertising agency | 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.

Details of applications, licences and sanctions

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

Yes

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

| Licence number | Name of multiplex |
|----------------|-------------------|
| DS104345BA/1 | Cheshire Mid |
| DS104345WT/1 | Cheshire Mid |

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

Yes

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| DS104345BA/1 | Cheshire Mid |
| DS104345WT/1 | Cheshire Mid |
| | |

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

Yes

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

| Dates licence was held or dates of involvement | Licence number (if known) | Name of service or multiplex |
|--|---------------------------|--|
| 2015 - 2025 | | Director (individual or corporate): Edinburgh DAB Ltd; Cardiff DAB Ltd; Preston DAB Ltd; Warrington, Widnes & Runcorn DAB Ltd; Liverpool DAB Ltd; Nottingham DAB Ltd; Wolverhampton DAB Ltd; Cheshire Radio Ltd (Small-scale DAB multiplex companies) Director: South London CIC Ltd (Small-scale DAB |

| | | |
|-------------|--|--|
| | | applicant); South Herts DAB Ltd (Small-scale DAB) Director: Niocom Associates Ltd (Small-scale DAB consultancy); Niocast Digital Ltd (Small-scale DAB shareholder); Viamux Ltd (Small-scale DAB equipment provider); Optimux Digital Ltd (Small-scale DAB software solution provider) |
| 2015 - 2016 | | Manchester Business Radio |
| 2019 - 2025 | | Cheshire Radio Ltd |
| 2008 - 2010 | | Dune FM |
| 2010 - 2011 | | Central Radio |
| 1995 - 1996 | | Marcher Sound |
| 1997 - 1999 | | Wish FM |
| 1999 - 2003 | | Tower FM |

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

Yes

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| DS104345BA/1 | Cheshire Mid |
| DS104345WT/1 | Cheshire Mid |
| | |

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

No

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| N/A | N/A |
| | |
| | |

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

No

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| N/A | N/A |
| | |
| | |

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

No

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

| Licence number (or equivalent) | Name of service or multiplex | Details of the investigation |
|--------------------------------|------------------------------|------------------------------|
| N/A | N/A | N/A |
| | | |
| | | |

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

No

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

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

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

No

If yes, please provide the following details:

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

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

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

N/A

3. The proposed service

About this section

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

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Cheshire ONE

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.

Cheshire Mid

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).³

Northwich

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.

- 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 cover-age area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

Cheshire ONE will serve the mid Cheshire community comprising those who live, work or study in the area. The key population centres in mid Cheshire are Northwich, Winsford and Middlewich - the 'Salt' towns - which have a longstanding shared industrial and social heritage.

Cheshire is one of only two areas in ~England that does not have a dedicated BBC local radio station. And, unlike west and East Cheshire, has never had a dedicated commercial radio service.

Cheshire ONE will serve a community that not only shares a common geography but al-so many of the challenges of living in a rural part of Cheshire. Whether it's transport links, employment centres, schools or colleges, the community ties between the three towns are incredibly strong and Cheshire ONE will play a vital role in further cementing and celebrating these affinities. Cheshire ONE will be a platform for the target community to have a voice and air its views. We will offer free media training and provide a springboard for local talent. Cheshire ONE will promote health, education, training and employment opportunities for mid Cheshire.

The studio is located within the licensed coverage area.

- 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.**

Cheshire Radio Ltd is a not-for-profit company limited by guarantee. Funds from normal operations will be deployed to run and sustain the station. Any surplus derived from these operations will be reinvested to further develop the social enterprise and deliver on its aims and objectives.

Social gain

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

Provision of a radio service to individuals who are otherwise underserved by such services,

Cheshire ONE will work in partnership with a wide variety of local community and voluntary organisations to ensure that the station serves those individuals and organisations that feel underserved by commercial and BBC radio. We are confident this will:

- Provide a platform for the underserved to have their voice heard
- Create an accessible outlet for community expression and development
- Offer a medium for the creation and promotion of music & the arts locally
- Improve community cohesion
- Facilitate partnership working with local stakeholder organisations
- Help the station shape its output in line with listener needs

This approach is not new. Research which was undertaken when the analogue applicant Cheshire FM applied for and was awarded an analogue licence 5 years ago (but declined the licence in anticipation of small-scale DAB), revealed that individuals and organisations had lasting memories of the previous community radio station that served mid Cheshire between 2007 and 2012. The closure of that station not only left a vacuum of truly local information, news, weather and travel but also the absence of a community 'champion'. A summary of the station's many successful activities is included Appendix A.

The original station is fondly remembered and was well-respected for what it did with-in the community and how it helped other community organisations.

Facilitation of discussion and the expression of opinion,

Cheshire ONE will be the means for community discussion, and opportunities to debate and discuss issues in specialist and general programming and thereby facilitate greater social (and political) engagement. Cheshire ONE's aim is to provide a service where people can make their voices heard, or change things in their community.

Anecdotal evidence suggests that many organisations in mid Cheshire have trouble in communicating their message with the public. The station will become a resource for activities and opportunities within mid Cheshire via on-air programming, the website and social media channels.

Provision of education or training to individuals not employed by the station,

Cheshire ONE is committed to the provision of quality training for everyone involved in the operation of the station. Cheshire ONE will offer opportunities for training and development of volunteers.

Better understanding of the community and the strengthening of links within it.

Cheshire ONE is committed to an active role within the community; from recruiting volunteers from many different organisations to take part in programme output; to engaging with the community at regular outside broadcasts. There are scores of events and celebrations throughout the year in which Cheshire ONE will be actively involved. These include the Christmas lights switch-ons, the annual FAB Festival in Middlewich, St Luke's Hospice Midnight Walk, Winsford Salt Fair and the Cheshire Food Festival amongst many others.

Additionally, listener participation will be encouraged in our programming, with calls taken on air and interaction via social media

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

Cheshire ONE will be the means for community discussion, and opportunities to debate and discuss issues in specialist and general programming and thereby facilitate greater social (and political) engagement. Cheshire ONE will be a practical, immediate and cost-effective means of reaching and engaging mid Cheshire's rural communities in dialogue on meaningful issues of local concern. Cheshire ONE's aim is to provide a service where people can also access information, make their voices heard, or change things in their community. This consistent theme will be carried in specific programmes by means of an in-studio discussion or phone-in.

Anecdotal evidence suggests that many organisations in mid Cheshire have trouble in communicating their message with the public. Likewise, the public have commented via the online questionnaire that they miss having a radio station that promotes the activities that are happening in Northwich, Middlewich and Winsford. Cheshire ONE's 'Action Desk' and 'What's On' features, along with interviews and longer speech-based programmes will address those issues. The station will become a comprehensive resource for activities and opportunities within mid Cheshire via on-air programming, the Cheshire ONE website and social media channels.

- 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.**

Cheshire ONE is committed to providing a platform for members of our target community to participate in programming and, where appropriate, gain access to the facilities used to provide the service.

All participants, including volunteers will be required to sign an agreement form. They will then be trained by senior presenters who mentor new recruits and train them in using all broadcasting equipment.

Our predecessor, Cheshire FM had previously worked with Mid Cheshire College, Rudheath Community High School (Specialist status for Arts) and St Nicholas Catholic High School (Enterprise and Business College) and we would aim to engage with these and other schools and training organisations in the community to develop and promote pathways to wider education and skills training.

In the fullness of time, Cheshire ONE would hope to offer work experience opportunities particularly for young people. Training and development for staff and

volunteers will receive the highest priority on the basis that high standards in everything we do must be the goal to achieve success and is directly linked to the sustainability of our audience and the radio service. This commitment to training will also ensure that staff effectiveness and morale are developed and maintained through personal development, and fostering a sense of professional pride and achievement in what the station achieves

- 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.**

Cheshire ONE is committed to an active role within the community. There are scores of events throughout the year in which Cheshire ONE will be actively involved. These include the Christmas light's switch-on, the annual FAB Festival in Middlewich, St Luke's Hospice Midnight Walk, Winsford Salt Fair and the Cheshire Food Festival amongst many others.

Additionally, listener participation will be encouraged in our programming, with live calls taken on air, competitions, and constant interaction via social media.

- On-Air

Cheshire ONE will monitor listener engagement - emails to the station, text messages, as well as telephone contact.

- Outreach

Cheshire ONE will be out in the community on a regular basis. This not only affirms Cheshire ONE's position and role at the heart of the community but also means that staff and volunteers are kept in close proximity with the audience they serve which will be invaluable in helping measure the station's effectiveness in the community.

- Social Media

With an active social presence on multiple platforms, Cheshire ONE will use its engagement to stay in touch with members of the mid Cheshire community and under-stand what they want from their community radio station

- 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.**

David Duffy was one of Community Radio's pioneers. He founded the original analogue community radio station Cheshire FM in the summer of 2004. It

successfully applied for and was awarded licence CR103 by Ofcom in May 2006. The group raised over £70k in prelaunch funding from local organisations and launched the station on the 30th March 2007.

The original Cheshire FM was hugely successful in its early years delivering social gain and bringing onboard and training many local volunteers. The station attracted over 40 volunteers and became valued for delivering a wide range of social gain activities. It was also recognised by Cheshire County Council with the 2007 Business Start-up Award.

Still living in mid Cheshire, David is repeatedly asked by people about what had happened to Cheshire FM and why nothing had replaced it. People said they would be keen to be part of the station should it ever be brought back. So, with the encouragement and support of local people, David established Cheshire Radio Ltd as a social enterprise.

The passion that drives the group is:

- to bring back a Cheshire radio station where members of the local community can once again participate in creating a local radio service that meets their needs
- to provide a Cheshire radio station where local peoples' voices are heard and real issues are discussed and debated
- to reinstate a Cheshire radio station that promotes local voluntary, not-for-profit, community and charitable groups

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.**

Cheshire ONE considers the recruitment and development of volunteers in all aspects of operation and management of the enterprise to be crucial to the sustainability and viability of the station. Substantial volunteer and community input is central to the station's ethos. A strategy has been devised and will be developed to expand volunteer and community group membership on award of licence.

Cheshire FM will establish an 'Advisory Panel' which will meet on a regular basis. This will provide guidance and feedback on programming, to ensure comprehensive coverage and inclusion of all relevant interests, and to maintain top quality programming output.

Accountability

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

Cheshire ONE will ensure that its operations are accessible and accountable to the community both through membership/subscription and through regular community meetings. By their very nature, volunteer broadcasters are also representative of the community and through their involvement and programme contributions make the station directly accountable to that community.

- 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.**

In addition to what has been said elsewhere, we consider all suggestions and/or criticisms and reply in a timely manner. These will be reviewed in a weekly management meeting and acted upon in a timely manner.

The Station Manager will deal with any issues arising that require urgent or immediate attention

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 | Cheshire ONE |
| Service Description | <p>Cheshire One is a radio service intended to serve the</p> <p>mid Cheshire community <i>in</i></p> <p>Mid Cheshire (<i>"the target community"</i>) by</p> <p>Providing a service to a community that not only shares a common geography but also many of the challenges of living in a rural part of Cheshire. The service will bring a focus to the social isolation faced by the many local people underscored by poor access to transport, health services and be a voice for community expression</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p> <ul style="list-style-type: none">• 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. |

| | |
|-----------------------|---|
| | <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p> |
| Transmission Schedule | 24 hours per day |
| Multiplex | Cheshire Mid |

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 Regulation of Premium Rate Services Order

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

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

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

The team behind Cheshire ONE has a wealth of experience delivering programming content in compliance with the Broadcast Act and the Ofcom code over many years. However, we plan to schedule formal compliance training for the full management, staff and volunteers (including the nominated compliance officer) prior to commencing broadcasts. This will be provided from an external source such as the CMA, CMN or from localradiosupport.com (LRS).

- 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.

A Our Programme Director is an experienced broadcaster and has held a number of Ofcom licences, and uses this knowledge to ensure that compliance is central to all presenters' understanding of our requirement..

- 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.

All staff and volunteers at Cheshire ONE will undergo compliance training. Two members of the Management Team are responsible for compliance. Roles are as follows:

Programme Director

Sets and monitors the Cheshire ONE programme policy and manages the programme schedule.

Reviews music and other material before it is uploaded to the online database and/or scheduled for broadcast.

Works with the Training Officer to ensure that presenters meet required standards. The Programme Director maintains an in-depth working knowledge of the Broadcasting Code and other legislation.

The Programme Director is responsible for ensuring that Key Commitments are met in so far as they relate to the content of programmes and broadcast content.

Schedules music and other content to meet station policy and following guidelines.

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Training Officer

Reporting to the Programme Director, the role holder develops and delivers a training programme to ensure that station policy and regulatory requirements, including the requirements of the Broadcasting Code are met.

Delivers induction and presenter training for new presenters, from the start of their membership through to the completion of their initial training.

The Training Officer also provides ongoing training for presenters to ensure that they maintain standards in line with the Broadcasting Code and with station policy and guidelines. All on-air personnel are issued with a station Compliance Guide.

Having studied it they are given the opportunity to discuss and ask questions of our Compliance team. Then they have to sign it as a record that they have read and understood the Guidelines.

- 4.4 How does the applicant intend to formally train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

All of our volunteers are provided with induction training and the additional and on-going training that is necessary to carry out the relevant roles within our organisation.

For those roles that are related to on-air work, volunteers will be trained in the operation of our studio equipment, general presentation and interviewing skills. Training will be led by the Training Officer/senior presenter, who is supported by the Compliance Officer and by experienced volunteers currently involved in the service, where necessary. New presenters are mentored by a senior presenter, who will monitor their progress and will be available to answer any questions that they might have. All on-air presenters will be trained to understand their legal responsibilities. The Broadcasting Code is covered during training and a copy is provided to all volunteers.

All presenters will be required to adhere to the Cheshire ONE presentation guide, which sets out the rules, procedures and policies they are required to follow when broadcasting. This document is covered during training for new members and is available to all presenters via the volunteers' website and a printed copy is available for reference in our studio at all times.

Our output is monitored by the Programme Director, supported by the Compliance Officer and Training Officer. Constructive feedback is provided to presenters on things they have done well and those areas that require improvement. Where there is concern that standards are not being met or there is a risk that the Code might be breached, remedial action will be taken as required. This may involve further training or may require the temporary or permanent removal of that presenter from broadcasting on the service

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

As detailed in section 4.4, induction training is mandatory for all new volunteers. Additional training is provided as required depending on the role, but is mandatory for all volunteers that will present on-air.

All volunteers must sign our Volunteer Agreement before their role and involvement with Cheshire ONE is confirmed. By signing the Agreement each volunteer agrees to abide by the rules and values of Cheshire ONE including, amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

- 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.

Only experienced presenters are permitted to undertake live broadcasts and with the authority of the Programme Director who will take a decision having reviewed the presenters training record, experience and other aspects of the presenter's approach to presentation. Initially, this will be under the supervision of a more experienced presenter. The Programme Director will make checks to ensure that the presenter understands the requirements of the Broadcasting Code and understands how to deal with problems that might occur when on-air, including compliance breaches and the actions of guest.

- 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.

Our Programme Director monitors station output for compliance with the Code, other regulations and station policy and will provide constructive feedback to presenters on things they have done well and those areas that require improvement. Where there is concern that standards are not being met or there is a risk that the Code might be breached, remedial action will be taken as required. This may involve further training or may require the temporary or permanent removal of that presenter from broadcasting on the service.

Music and pre-recorded features may only be loaded into our playout system by the Programme Director or by a dedicated volunteer, following compliance checks. Only a small number of experienced presenters are permitted to use their own music collections, and their shows are closely monitored by the Programme Director and Compliance Officer for compliance with the Broadcasting Code and station policies.

Some programmes and features are produced by outside sources, for example syndicated shows. We only schedule shows from reputable and reliable sources, however, series and shows of this nature will be reviewed by the Programme Director before we agree to broadcast them.

All volunteers must sign our Volunteer Agreement before their role and involvement with Cheshire ONE is confirmed. By signing the Agreement each volunteer agrees to abide by the rules and values of Cheshire ONE including, amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

- 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.

The directors are responsible for ensuring that compliance with our Ofcom Key Commitments are maintained. Compliance with these Commitments is reviewed at Board meetings, and a written summary is included within our Annual Re-port and Accounts which is made publicly available on the website.

News stories about our activities are published on our website and social media accounts. Selected features are retained within our website archive to demonstrate how we have fulfilled our commitment to health and wellbeing programming and to our social gain commitments.

- 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.

We are absolutely committed to upholding our Key Commitments in all aspects of our operations. To ensure the consistent delivery of these Key Commitments, we

will conduct our monitoring and reporting process as a fundamental part of our ongoing operation.

a) Social Gain:

The management team will be responsible for overseeing the adherence to our Key Commitments related to on and off-air social gain activities. An annual review will be scheduled to assess our performance in delivering social gain.

b) Monitoring and Reporting Framework:

The management team will implement a monitoring and reporting framework tailored to our off-air social gain activities. This framework will encompass assessments of our initiatives and their alignment with our Key Commitments. Reporting structures will follow established processes for our annual board meetings, as this is covered in our progress reports on how we deliver our commitments as a station and not just broadcasting and the progress our team is making, as this is also a requirement for our funding and grant commitments showing how we deliver as a radio station to the community we serve.

c) Evaluation Schedule:

Monitoring will be conducted on an ongoing basis, with a schedule that includes regular reviews of our social gain activities. We will conduct regular assessments to evaluate the progress, relevance and effect of our initiatives.

d) Documentation and Reporting:

The management team will maintain comprehensive documentation of monitoring activities and outcomes. This documentation will include the progress made, lessons learned, and areas for improvement.

e) Public Transparency:

To ensure transparency and accountability we plan to publish an annual report summarising our off-air social gain activities and their alignment with our Key Commitments. This report will be accessible on our station's website and shared with relevant stakeholders. Additionally we regularly publish summaries of events attended on our website.

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

English

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

All

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:

DAVID DUFFY

Date of application:

20 MAY 2025

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

company director

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