

# 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):

**ChurnetSoundRadio C.I.C.**

Proposed service name:

**Churnet Sound**

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)

**Stoke & Newcastle-under-Lyme**

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

Churnet Sound C.I.C, BYCZ, Church Road, Biddulph. 01538 224052. [info@churnetsoundradio.co.uk](mailto:info@churnetsoundradio.co.uk)  
[directors@churnetsoundradio.co.uk](mailto:directors@churnetsoundradio.co.uk)

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## ● Overview

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

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

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

### The purpose of this form

- 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](mailto:broadcast.licensing@ofcom.org.uk)).
- Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

- 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.’

## ● Applicant's details

### About this section

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

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

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

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

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

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

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

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

## Applicant information and contact details

- Name of applicant (i.e. the body corporate that will hold the licence):  
**ChurnetSoundRadio C.I.C.**
- Company registration number stated on Companies House:  
**13141606**
- For UK registered companies, the address of the applicant's registered office stated on Companies House. **Churnet Sound, c/o LGSK Accountants, 19 Talbot Street, Leek, Staffordshire, United Kingdom, ST13 5JT**  
For non-UK registered companies, the principal office address:

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

Yes (delete as appropriate)

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

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

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

Full name	Joe Pointon
Job title	Director
Address	Churnet Sound, BYCZ, Church Road Biddulph
Telephone	1538224052
Mobile phone	
Email	joe@churnetsoundradio.co.uk

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

[www.churnetsound.co.uk](http://www.churnetsound.co.uk)

- 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.

Advertising and Sponsorship.

Private Investor.

Community Grants (including those offered by local authorities if applicable)

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

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

- 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	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Matt Hill	Churnet Sound, BYCZ Church Road, Biddulph, Staffs	UK		Self - employed
Joe Pointon	Churnet Sound, BYCZ Church Road, Biddulph, Staffs	UK		Self – employed

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

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Matt Hill		£2500		50%
Joe Pointon		£2500		50%
Comments				
Some of this investment is in hours worked in lieu of payment				

- Complete the following table, expanding it 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	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

- 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		

- 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		

- 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 (%)
N/A			
Comments			

## Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political	No	



nature, or which is affiliated to such a body		
A body whose objects are wholly or mainly of a religious nature;	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	

### Details of applications, licences and sanctions

- Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?  
**No** (delete as appropriate).

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

Licence number	Name of multiplex
N/A	

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

**No**(delete as appropriate).

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

Licence number	Name of service or multiplex

CDP104695BA/1	Churnet Sound (Congleton & Leek)

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

**Yes** (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2015-2021	CR000161	Moorlands Radio
2022-present	CDP104695BA/1	Churnet Sound

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
CDP104695BA/1	Churnet Sound (Congleton & Leek)

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
CDP104695BA/1	Churnet Sound (Congleton & Leek)

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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

**No** (delete as appropriate).

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

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

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

**No** (delete as appropriate).

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

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

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

- **No** (delete as appropriate).

If yes, please provide the following details:

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

- 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

## ● The proposed service

### About this section

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

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

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your

proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

## Your proposed service and target community

- What is the proposed service name?

**Churnet Sound**

- 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.

**Stoke & Newcastle-under-Lyme**

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

**Churnet Sound Radio, BYCZ, Church Road, Biddulph, Staffs**

- 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.

**CDP104695BA/1**

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

- **We intend to offer a full community radio service to people who live, work and visit geographical area of Biddulph and the surrounding areas of Leek and Congleton. Areas of Biddulph are within the Stoke SSDAB service area. We intend to continue our coverage to these areas of the town we are based in, as well as the surrounding area of Staffordshire Moorlands and the Cheshire borders around Congleton, recognising the established links between these areas and our target audience in Biddulph, related to culture, work and leisure.**

**Whilst we wish to serve all members of the community, we are particularly focused on the issues of social isolation and rural deprivation. We don't just intend to work with a wide range of community organisations in order to do this; we are already doing so and have an established track record of success. As a fully – operational online station we already have a demonstrable record of working with**

the likes of Biddulph Youth Community Zone, the Local People's Project, New Era Victim Support, Old Sawmill Community Cafe, Staffordshire Trading Standards, Local NSPCC, Samaritans, Staffordshire Breast Cancer Support and Biddulph Town Council amongst others as broadcast partners.

- We have made sure our studios are disability compliant and fully accessible and for this we are indebted to our volunteer coordinator, who is himself registered as seriously visually impaired and to Biddulph Town Council who have gone out of their way to support us in this community enterprise, not least by providing premises within the Town Hall which have enabled us to provide an accessible, high – profile and practical base for our operations.

- Our intended community 'patch' for this multiplex is the border area of the Moorlands and Stoke- on-Trent with areas such as Biddulph & Knypersley and Werrington which are parts of the Staffordshire Moorlands but are included in the Stoke multiplex polygon. We are of the community as well as operating within it. The station will always prioritize local people's interests in terms of output, and will also prioritize the input of local people when it comes to staffing and running the station. The station is already cemented in the community and for the community and this is why it has received the support it has in the stated aim of providing a SSDAB option for local radio listeners. We are delighted to have been presented with this opportunity to apply for such a licence.

- 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.**
- **In the first instance the company has been set up as a CIC as can be seen from the Companies House records. As you will be aware, this structure removes the opportunity for individuals to profit from such as enterprise and effectively obliges the directors to full disclosure of the distribution of such profits. This is in accord with our stated aim of running the station as a community organisation which is avowedly not driven by the profit motive and all that such a motive necessarily entails. The relatively modest amounts of capital expended at setup and the small shareholdings involved are another indication of this.**
- **All our staff are volunteers and we cannot foresee circumstances where they will not be.**
- **As an example of how any profits after running costs are covered will go towards developing the service and adding significantly to social gain, we have already developed a basic broadcast studio training facility which we offer to schools for use with school holiday activity packages and other training opportunities within term**

time. Necessarily this will entail compliance training of various kinds and this will also be funded from any profits made by the CIC, as will future equipment purchases to improve our existing OB equipment, for example.

- **And we would stress at this juncture that this is happening NOW. This is not merely an aspirational statement; this is a statement of actions already taken and currently in train by an organisation which is always looking to be of service to the community from which it sprang and the needs which that community demonstrates. This is already a community broadcast organisation in action; for it to develop and grow, it needs access to a free to air conventional radio platform. We are very aware the reserved 'community' channels on an advertised multiplex are a rare and precious commodity. We respectfully request that to help boost the value of these channels to the community that our application is given serious consideration as we are already demonstrating what CAN be done in our area.**

## **Social gain**

- 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.**
- **For this we would be obliged if you would refer to the file of supporting materials we have provided for your perusal. This is just a small sample of those organisations and individuals who we will be delighted to work with to provide positive outcomes within the community. Mindful of your stipulation to avoid 'naming names' in our answer we will only refer to organisations and groups rather than individuals.**
- **As already mentioned our specific focus will be on social isolation and rural deprivation. We will try to give much support as possible to those organisations which, on a local level, strive to support and nurture mental health and general well – being. We've already listed a number of organisations which we would class as broadcast partners; they regularly supply us with interview guests and have virtually open access to listeners via Churnet Sound. These include Biddulph Youth Community Zone, the Local People's Project, New Era Victim Support, Old Sawmill Community Cafe, Staffordshire Trading Standards, Local NSPCC, Samaritans, Staffordshire Breast Cancer Support and Biddulph Town Council but there are many more. We have interviewed representatives of all these organisations already via our online service and will continue to offer such opportunities if granted the opportunity to access reserved space on the Leek – Congleton multiplex.**
- **We Broadcast from within the Community Centre, Biddulph Youth and community zone and promote and support their work in some of the more deprived areas of the Staffordshire Moorlands. We also help to promote the regeneration of the coalfield area.**
- **We also offer formalized and programmed opportunities for the promotion and support of these organisations. We have integrated regular 'Community Matters' spots within each hour**

of peak time programming (7am-7pm), promoting calls to action from our broadcast partners, be it in the form of volunteers, donated goods or the raising of awareness of services offered to local people – indeed anything short of direct appeals for cash. We also offer the ‘Community Noticeboard’ – a free ‘What’s On’ event listing for charitable and community organisations to promote forthcoming community events and happenings. In designing this into our programming, we have enlisted the help and support of two of the former directors of ILR station High Peak Radio Ltd, who pioneered this method of supporting local community organisations at no cost to themselves. This will be of demonstrable use to both to those organisations but also to those who need to access their services. These services will simply be transferred across to the SSDAB service should we be given the opportunity to do so.

- As already mentioned we have built a mobile training for use in schools and colleges and if offered access to the reserved area on the SSDAB multiplex for the area, we will extend our rollout of this aspect of our offer to the community to involve after school clubs and holiday club activities.
- We broadcast appeals for local people to join the Churnet Sound team as volunteers on a regular basis and we feel that opportunities to be involved with an OFCOM – regulated broadcaster with a track record in offering a warm welcome and ease of access is one of the main ‘value added’ items we can contribute to social gain.
- Please summarise how your service will facilitate discussion and the expression of opinion. Answer in fewer than 200 words.
  - We will facilitate discussion and the expression of opinion through a number of our programmes. One example of how this will be achieved is our highly rated LGBT show. Presented by a member of the local council, it is typical of the ways in which we expect Churnet Sound to be representative of ALL members of the local community and typical of the inclusivity that we wish to promote. On a contrasting note, discussions involving local people on matters of local importance, for example the coronavirus pandemic and the effectiveness of local services in responding to this has been welcomed and in some cases celebrated.

Guests from all walks of life representing a range of perspectives are always welcome to express themselves on Churnet Sound but we are very aware that from moving from online only to SSDAB we will fall under the regulation of OFCOM and that whereas the station management has extensive experience of working with OFCOM regulated broadcasters, some of our team will not be in that position and so we undertake to organize effective training in awareness of the broadcast codes.

- 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.

**Our central position in one of the area’s main towns and the accessibility of the studios for all (as a community centre, the building has been assessed for accessibility for people with different types of disability and limited mobility) means that we are physically easy to access.**



We are within a very short distance of local bus services and are in the middle of one of the area's biggest centres of population, albeit in a region of generally low population density. We are 'surrounded by chimney pots'.

On air, we broadcast numerous appeals for volunteers and all our staff are encouraged to go out of their way to present a welcoming and friendly face to anyone who visits the station.

We operate a policy of reaching out into the community and already have an excellent track record of taking part in community events and we intend for these to continue and develop if we are given the opportunity to serve the community on reserved capacity on the proposed local multiplex. For example, we took a stall at the Biddulph Artisan Market recently, and were Official Partners to Leek Show in 2021. We have interviewed and frequently feature local Patient participation groups and every month hear from a leading pharmacist from the Clinical Commissioning Group for Staffordshire. We have strong links with the Rudyard Lake league of friends and regularly do live shows from the lakeside to promote the charities actions

Practically, as well as a fully – functioning on air studio, we have a full studio 2 setup which enables interviews to be recorded off air and played out later. This also functions as our training studio and we have been involved in training on our state – of – the – art Myriad play out software not only for our own station but also for other stations as well. Not only this but because of the system's ability to function via an 'Anywhere' facility, it is possible for some presenters and programme contributors who for whatever reason cannot make it to the studio, to STILL be able to make recorded and live contributions to programming and we feel this will become an increasing advantage in an area with a number of remote and inaccessible locations, especially during periods of adverse weather and such as the difficulties of access brought about by the COVID-19 pandemic.

During School Holidays we have worked with both Staffordshire County Council and Cheshire East council to provide activities and food for free to children who are in receipt of free school meals as part of central governments HAF scheme.

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

The community programming features already mentioned cannot help but do this by promoting the aims and offers made to local people by those organisations but our continuing attempts to reach out to the community and to offer help, support and in some cases to shine a spotlight on our community's positive efforts to support itself need to be mentioned here. Hosting the 'My Voice' Youth Awards is an important example of this and helping to celebrate the achievements of young people in our area; also in hosting the Support Staffordshire Volunteer Awards. Not only are we an organisation which is pleased to be 'made of' volunteers; we are happy to celebrate the function and role of the volunteer generally in our local area.

Our mobile training studio is regularly visiting schools and community centres, will, via training, enhance team building, language skills, social development and tap into the school curriculum via such strands as History and local Geography We have also been successful of

**offering free half term activities to children who receive free school meals on behalf of both Staffordshire County Council and Cheshire East Council.**

- 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.**

**Matt Hill (Director) has extensive experience working with community organisations in arranging on-air opportunities and preparing them for making contributions to programming via his work as a director of local community station Moorlands Radio from 2015 – 2021. Joe Pointon (Director) has experience of training and working with teams of volunteers on the local heritage railway, Churnet Valley Railway as well as with volunteers for Churnet Sound. Both have participated in the Christmas lights ‘switch – ons’ organised by the local councils during the last few years.**

## **Participation**

- 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.**
- **All volunteers are members of the target community. Both on air and via the website, local people will be left in no doubt that they are needed and will be welcomed in order to help the service succeed in the aims it has. Particular volunteer roles will be made explicit and the offer of training will, as ever, be at the heart of these opportunities. Volunteers tend to bring a range of skills and experiences and it is with this in mind that we aren’t looking for a bunch of itinerant disc jockeys; we’re looking for accountancy and office experience, people who are effective on the phone; people with a background in sales; people with experience in the voluntary sector in terms of training and accessing grant – aided funding. We’ll welcome potential trainee journalists from local colleges; encourage schools to place us on their list for potential work experience placements once we have the relevant safeguards in place to do so.**
- **Above all else we recognise it is necessary for the continued development of Churnet Sound for us to stay true to the above. There is always going to be rotation in volunteer staff; people will move on, they will opt to do other things having gained a degree of enrichment, either in terms of skills, social development or experience, here at Churnet Sound. And so we will need to be constantly accessible, approachable and welcoming to ALL members of the local community if we ourselves are to thrive and flourish as an organisation.**

- We continue to do outreach work with schools and community organizations in the form of our radio workshops

## Accountability

- How will members of your target community contact your service and influence its operation? **Answer in fewer than 300 words.**
- **Technically we aim to make contact as easy as possible and offer a range of choices in terms of method. We will have a text line directly to the studio and a studio e mail address and encourage phone calls to our dedicated app. We will instigate a monthly director's review to discuss issues raised and where relevant, take action as a consequence. We will also actively explore local interest in the possibility of setting up a listener's panel to see if this gains popular support.**
- **Most importantly we will use our website to ensure that these methods of contact are easily available and are just a click or call away and the contact details will always be prominently displayed on the website. The use of an eye catching logo and area name has already worked wonders in establishing local broad recognition and regular on – air 'plugs' for the website and the specific 'ways to get in touch' are bound to encourage the notion of ease of access and transparency.**
- **And once again the point we would seek to establish is that these are not lofty claims or 'pie in the sky'. The technical means to contact us that we have mentioned ALREADY EXIST via the structures we have put in place to serve the online station which is already streaming with great success. The framework for this is already tried and tested, we already have access to the domain names and the e mail addresses; in this respect we are all but ready to go already.**
- **We constantly speak with and meet members of the community we serve and allow them to make comment which is then listened to to shape our service. During business hours our studio operates an open door policy and all members of the community are welcome to visit.**
- How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**
- **To begin with, we are already logging output in respect of the online station in line with OFCOM requirements so in the event of a complaint, we are already complying with the regulator's requirements to record output; so evidence provision is already a given.**
- **Directors are ultimately responsible for the station's output and so are responsible for answering any complaints and will undertake to do so in terms of an initial response within seven days of a written complaint being made. They will then consider the implications of the complaint and this will take a variable amount of time depending on the nature of the complaint.**
- **Suggestions and criticisms are of course a different matter and the regulator normally has no role in these. However, this doesn't mean they are not important to local listeners and so the directors undertake to respond to such messages also within seven days barring force majeure. Suggestions and criticisms often form the bedrock of positive programming ideas and**

often the best response is ‘well, would you like to have a go yourself at what you think we’re not doing so well at?’ Given training and support this can often lead to the best outcome all round! The most important aspect of this is that criticisms and suggestions are treated with respect and given proper consideration by the directors and volunteer staff who are part of the delivery of the part of the service in question and the outcomes of this consideration are clearly communicated to the listener.

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## Draft Key Commitments

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

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

### ANNEX TO LICENCE

- **LICENSED SERVICE NO** tbc

Licensed Service	Service Description	Transmission Schedule
<p>&lt;ENTER THE SERVICE NAME (the on-air name of the programme service as in question 3.1 of this application)&gt;</p>	<p>&lt;<b>Churnet Sound</b>&gt; <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p>&lt;<b>People</b>&gt; <i>in</i></p> <p>&lt;<b>Stoke &amp; Newcastle-under-lyme</b>&gt; NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column&gt; (<i>“the target community”</i>) by <b>offering a full community radio service particularly focused on the issues of social isolation and rural deprivation. The station will always prioritize local people’s interests in terms of output, and will also prioritize the input of local people when it comes to staffing and running the station</b></p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee</i></p>	

*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).*

*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.*

*The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.*

**To provide a full news service including local news, community information and to facilitate discussion and the dissemination of locally relevant content along with music and entertainment for all ages whilst providing for training and development opportunities for local people, thereby combating social isolation and rural deprivation.**

**One of our main aims is to provide a friend to those who are socially isolated in our community**

*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).*

*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*

	<ul style="list-style-type: none"> <li>• <i>the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>
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## ● 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.

- 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)

Both Directors (M Hill & J Pointon) of the company regularly receive regulatory industry training and updates as required.

All on air personnel and volunteers also receive 6 monthly Legal and BCAP training and updates as required.

At present we do not run any Phone Paid Services on the station , but if this situation changed we would of course comply and deliver the relevant training compliance.

- 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.

we run regular Legal Training and Compliance session at our station offices. Both M Hill & J Pointon have worked professional at 2 Radio Stations and in the past received several years worth of training from an Ex BBC Manager & Consultant. Compliance is also a major part of initial training of Voluneteers

- For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.
- Programme Controller - Listens closely to the output daily to ensure all presenters comply with all rules and regulations. He also holds monthly show review meetings with the On Air teams and board of directors to review all our commitments are being met.
- Technical Director - Works along side Programme controller and listens to output daily. He also ensures that we are compliant and currently have 3 independent station loggers recording our output. We also have various other technologies in place to ensure compliance can be checked and logged.
- 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 Compliance and Legal training is delivered at 6 monthly sessions as a group.

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

Yes ALL station staff & volunteers will be required to receive the training regardless of their position

- 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).
  - 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.

Before any presenter is permitted on air they will be subject to a rigorous induction which includes the acceptance and acknowledgement of all our policies and procedures.

Once a presenter has been inducted they will shadow one of our senior presenters (normally a company Director or Manager) for 1 month to ensure we are confident of their ability and understanding and importance of rules, regulations and what is required of them.

If a presenter was to breach any of the Ofcom or Internal policies or rules they would be removed from our schedule with immediate effect and subject to our disciplinary policy. A full investigation would follow and would not be allowed on air until the investigation was concluded. The severity and nature of the breach would then be considered alongside the results of the investigation. The most likely outcome would be expulsion from the station, as we have a zero tolerance on rule breaking and expect all our team to comply with our rules and Ofcom regulations.

We would also work with Ofcom to assist them with their investigation.

- Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

All pre-recorded material will be listened to in full by 2 members of the team and signed off before approved for air. All our output is produced locally by our own team.



- Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

2 Board directors monitor the output on a daily basis and if a show or presenter is not hitting all our key commitments they are pulled in for a meeting and retraining if required.

All presenters and show producers are required to submit a detailed show plan every 3 months that confirms any key commitments are being met.

- Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

We have a Community Engagement officer who is responsible for a team of 3 whose job it is to Monitor , Organise , Review and build our stations off air social gain projects.

A weekly meeting with the Directors ensures our goals and social gain projects are as effective , achieving and performing.

Churnet Sound Radio CIC works along side Staffordshire County Council , Cheshire East Council and several community groups delivering School Radio WorkShops for children aged 5 - 16yrs & Adults with additional needs to help with their wellbeing in our TSA.

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

**English**

- 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**

## ● 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.

- 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.
- I further declare and warrant:
  - 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;
  - 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
  - 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
  - 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.
- 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 on behalf of the applicant:**

JOSEPH MARK POINTON

**Date of application: 30/06/2023**

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**