
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):

Moorlands Radio C.I.C

Proposed service name:

Moorlands Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

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Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email): **Moorlands Radio, 3 Stockwell Villas, Leek, Staffordshire Moorlands, ST13 6DN. directors@moorlandsradio.co.uk**

Publication date: 1 June 2021

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Moorlands Radio C.I.C

2.2 Company registration number stated on Companies House:

05612521

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:

Moorlands Radio, 3 Stockwell Villas, Leek, England, ST13 6DN

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

Yes (delete as appropriate)

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

- 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	Gary Dunn
Job title	Director
Address	3 Stockwell Villas, Leek, England ST13 6DN
Telephone	01538 381037
Mobile phone	07733188533
Email	gary.dunn@moorlandsradio.co.uk

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

www.moorlandsradio.co.uk

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

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

As a Community Interest Company, Moorlands Radio is financed through a mix of on and off-air advertising, sponsorships and community grants.

The proposed service will be financed in accordance with Moorlands Radio's current operations.

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 officer-ships held (and nature of the business concerned)	Other employment
Scott Dutton	3 Stockwell Villas, Leek, England, ST13 6DN	England		Website Developer
Gary Dunn	3 Stockwell Villas, Leek, England, ST13 6DN	England		School Administrator
Anthony Walley	3 Stockwell Villas, Leek, England, ST13 6DN	England		Company Director
William Osbourne	3 Stockwell Villas, Leek, England, ST13 6DN	England		Retail Manager
Margaret James	3 Stockwell Villas, Leek, England, ST13 6DN	England		Retired
Deborah Handley	3 Stockwell Villas, Leek, England, ST13 6DN	England		Director

- 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%

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

in the applicant (“participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				
Private company limited by guarantee without share capital				

- 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
Moorlands DAB	Willow Barn Lightwood Farm, Ashbourne Road Cheadle, Staffordshire, ST10 1SJ

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

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

Full name of entity	Address	Affiliates
N/A	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
N/A	N/A	N/A

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

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

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

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

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

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A	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 or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

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

Yes (delete as appropriate).

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

Licence number	Name of multiplex
CR000161BA/3	Community Radio Station

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex

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.

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CR000161BA/3	Community Radio Station

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 (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
2015-2018	CR100399BA/3	Hitmix Radio

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

Yes (delete as appropriate).

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

Licence number	Name of service or multiplex
CR000161BA/3	Community Radio Station

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

No (delete as appropriate).

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

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

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

No (delete as appropriate).

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

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

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

No (delete as appropriate).

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

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

Yes (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

CR000161BA/3	Moorlands Radio	Commercial Communica- tions	Breach	October 2022

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

No (delete as appropriate).

If yes, please provide the following details:

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

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

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

N/A

3. The proposed service

About this section

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

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Moorlands Radio

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

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

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

Moorlands Radio, 3 Stockwell Villas, Leek, England, ST13 6DN

- 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.

Moorlands Radio - CR000161BA/3

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

Moorlands Radio is a well-established community radio station that has broadcast to the Staffordshire Moorlands and surrounding areas for over 12 years, both on FM and online.

The radio station currently has over 35 volunteers that contribute to the running of the radio station and the making of programmes.

Our aim is to continue to provide a service that reflects local life in the rural Staffordshire Moorlands, catering for all ages and all backgrounds, with programmes produced and presented by local people.

The station is accessible by both listeners and programme makers, and it also develops local talent through in-house training schemes.

The studio is located within the licensed coverage area, in Leek, and currently broadcasts on 97.3 and 103.7FM.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- 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,
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

Our community is important to us, and we strive to combat social isolation by being inclusive and working closely with local organisations and charities in and around the Staffordshire Moorlands.

The service has mechanisms in place to ensure it is accountable to its target community.

- 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.**

Moorlands Radio is a Community Interest Company registered company.

Moorlands Radio does not employ any individuals and directors do not receive any funds from the company. Any funds that are generated from sales, sponsorship, grants, or donations are put back into the running costs of the radio station, and also used for replacing or upgrading equipment.

Any surplus funds are reinvested into the radio station, ensuring that presenters and volunteers have the best possible equipment available to them, allowing them to carry out their roles to the best of their abilities. Remaining funds are also added to the company's contingency fund should this be required in the future.

Should it be granted; Moorlands Radio will ensure that the C-DSP licence will carry the same service as Moorlands Radio on FM and activities will be ran in the same format that Moorlands Radio is ran.

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.**

Moorlands Radio is a key broadcaster within the Staffordshire Moorlands and is a local platform for local people, local charities and businesses alike, helping them to get their messages out to others within our community.

The Staffordshire Moorlands is a vast area comprising of the three towns of Leek, Cheadle and Biddulph, and is made up of urban as well as large rural areas.

As a local community radio station with a great knowledge of the local area, we are able to connect communities in both urban and rural locations through the power of radio, like no other.

We are an inclusive organisation and we strive to combat social isolation, as well as enhancing the lives of individuals and local communities through a number of on-air and off-air activities at every opportunity. It is also important to us that we include people from all backgrounds and walks of life as we believe in equal opportunities for all.

During the Covid-19 pandemic, it became apparent to us just how important the service offered to our local community is. Thousands of people were forced into lockdown and found themselves having to remain at home, affecting their health, physically and mentally.

At a time when thousands of local people were unable to go out and socialise, Moorlands Radio was able to broadcast to the community, providing them with a local voice and something for them to turn to and get involved with. We had feedback from individuals thanking us for being there for them at a time when they really struggled.

Providing local news and updates, as well as giving the community the opportunity to contact the radio station, to interact and get involved with on-air games etc, as well as playing their favourite music was always important to our community and is something we are

really proud of and something that we continue to do to date.

Many local charities and not-for-profit organisations are often forgotten about, either due to their location or due to lack of funds or resources necessary to promote themselves and raise awareness.

Moorlands Radio believes that everybody deserves a fair chance and an equal opportunity and so we currently run a Community Spotlight feature that shines a light on our local charities and community organisations. We work with organisations to write a 30 second script that is played out on air free of charge.

We also offer the opportunity for listeners to engage in topics and issues of concern through discussions, debates, and expression of opinion.

Local events, education and public health awareness is also important, and we offer on- and off-air promotion and discussion through interviews and promotion on our website.

As part of our C-DSP licence, we intend to relay at least 80% of the original output of Moorlands Radio on FM. Where certain special events such as Leek Show, summer fairs, specialist occasions or sporting events are taking place, our intention is to split the broadcast to allow for the broadcasting of these on our DAB platform.

Doing this will allow us to offer more than that which is currently offered to our listeners on our FM frequencies, and will give them and our whole community even more choice.

Moorlands Radio's main aims when we initially applied for our Community Radio Licence were as below, and these still stand to this day.

- Promote local initiatives in the Staffordshire Moorlands.
- Showcase local groups not normally given much media exposure.
- Encourage and develop local talent through training.
- Give local people access to their own radio station.
- Provide quality and reliable local information.
- Promote voluntary organisations, good health and education.
- Be involved in the promotion and development of local culture.

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

Moorlands Radio regularly discusses and broadcasts issues of local concern. We currently broadcast a community focused show, Moorlands Focus, weekday afternoons that focuses on local issues and offers the opportunity for discussion and debate with our listeners.

We regularly conduct on-air interviews with listeners and organisations and offer the opportunity for listeners to interact and offer their opinions on matters through email, text and by telephone.

Presenters also actively encourage listeners to interact with programmes through email, text, telephone, our website and on social media. Allowing listeners to interactive with us builds public interest and allows other listeners to interact with each other. Allowing requests and dedications gives the listeners a feeling of involvement with the radio station.

Polls are regularly published on social media which are then used in programmes on air, giving listeners to opportunity to express their opinion on specific subjects.

Local news and sports reporting also features heavily on Moorlands Radio on air, on our website and on social media. Listeners are encouraged to contact us and send in any news or sport related stories which will then be reviewed and used by the radio station. When compiling and producing local news bulletins, we always try and contact individuals and record short pieces or audio that can be inserted into the bulletin for on air broadcast giving a better connection to the story for the listeners.

Moorlands Radio also broadcasts matters of local concern such as health related issues and those relating to local council concerns, and where possible will always try and invite a representative on air for a discussion.

- 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.**

Moorlands Radio is a volunteer led organisation and relies on all its volunteers in the running of the radio station. We possess top industry standard broadcasting equipment and accessible studios, giving our community and volunteers the best equipment they need to carry out their roles and training.

We currently have volunteers in various roles such as programming, web development, news gathering and producing and programme making, as well as in our events/roadshow team and management roles such as IT and Finance. Strengthening our volunteer base in all areas at the radio station is our priority as it ensures that we can cover as many roles as possible and allows the radio station to continue running smoothly.

We always actively look to recruit new volunteers and publicise messages on air, online and on social media regularly, telling the listener how they can get involved with the radio station. We attend volunteer and recruitment fairs where we can show the public what Moorlands Radio is about and how they can get involved. It also gives us the opportunity to chat to our listeners.

We have held open days at the radio station, inviting members of the public to come and visit the station and look around our studios and chat to members of the team. Attendees also can get hands on and experience different aspects of the radio station for themselves.

All new volunteers will go through an induction and training process where they will be provided a volunteer handbook and shown the company structure, policies and procedures. We are aware that regular training of volunteers is important and so we ensure that all members of the team have the opportunity of this to ensure that they are up to date with the stations policies and procedures, and they are aware of our expectations.

Moorlands Radio also works closely with local colleges and high schools, offering students the opportunity to complete work placements with us. Students will be accompanied by a relevant adult and volunteers conducting the placements also hold the relevant DBS checks.

Students will complete several modules and will complete tasks such as on-air production, scheduling, social media management, admin, and other tasks. Coaching and feedback will be provided throughout the placement and an end of placement report is prepared for the students.

Regardless of an individuals background, or walk of life, Moorlands Radio will always welcome new volunteers to the team.

- 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.**

Moorlands Radio is an inclusive radio station and it is important to us that we involve everyone, regardless of their background or walk of life.

We encourage our presenters to engage with our listeners and include them within their programmes through on- and off-air discussion.

We also speak to local organisations and charities and invite them to use Moorlands Radio as a platform to discuss their work and any events they are holding. We have a team of volunteers who will proactively look for and contact local organisations and invite them to share their stories with us, whether this be on air, online or on social media.

The radio station believes that it is important to respect our local area and we encourage locals to discuss the nature and history of the Staffordshire Moorlands and any changes/improvements they believe would benefit our local communities.

Talking about local issues and inviting others to get involved through discussion and debates allows us as a community to better understand our local community and helps to strengthen the links within it.

- 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.**

Many of the volunteers at Moorlands Radio have years of experience working within the radio industry. We have a wealth of experience in community radio and the running of local projects in the team.

Experience ranges from owners of small local businesses to larger business directors, IT and web developers, educational administrators and former public servants. We also have local producers and members of community groups as part of the team.

Having a vast wealth of experience within our team has been of benefit to the radio station as we are able to go out into the community and reach individuals, businesses, community organisations and educational settings and offer our services to them.

Moorlands Radio is also a member of Support Staffordshire and, in doing so, we are able to help promote local events and voluntary organisations. We are able to help them increase the skill and knowledge and enhance individuals and families' livelihoods in the local community.

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.**

Moorlands Radio is a volunteer led organisation and relies on all its volunteers in the running of the radio station.

We always actively look to recruit new volunteers at the radio station, covering all of the roles that we currently offer.

During inductions and training sessions, volunteers will have the opportunity to discuss their volunteering opportunity with member of the management team. Should a volunteer express a desire to take up an operational or management role at the radio station, the opportunity will be discussed with the board of directors.

Where a volunteer possesses the required skills and experience to carry out an operational or management role, they will be given the opportunity to apply for and take up any roles that are available.

Continuous training will be carried out, where required, and volunteers also have the opportunity to shadow other volunteers in operational and management roles, to build up experience.

Members of the community are also invited to volunteer with the radio station. A number of on and off-air promotions are carried out regularly, asking for volunteers to join the radio station.

All applications are reviewed and treated fairly. All applicants will be contacted by a member of the team and offered the opportunity to visit the radio station and discuss their opportunities further. Where a member of the community contacts and enquires about an operational or management role, their application will be treated in the same way as current volunteers.

Where possible, we will always try and better our offering to our community and provide as many opportunities to our community as possible.

Accountability

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

Moorlands Radio believe that giving the community and our listeners the opportunity to contact us and influence our operations is very important.

Allowing the community the option of contacting us and providing feedback or complaints will allow us to review our operations and act upon any issues that may arise.

We allow listeners to contact us through on-air messages and via our online and social media platforms. We also encourage members of the community and its listeners to contact us to raise any issues about their experience with the radio station.

We also have a Listener Panel which is made up of members of the community who review and provide feedback on the programmes that are broadcast on Moorlands Radio. This allows others to influence what is broadcast and also gives the management team a better understanding of what the community and its listeners want from Moorlands Radio.

Where we identify areas of improvement through feedback and our Listener Panel, Moorlands Radio will do its utmost to act upon these suggestions where possible, to ensure that we are always offering the best service to our 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.**

Moorlands Radio has a complaints procedure in place and details of how to contact us to raise a complaint are listed on our website.

All complaints received are dealt with in line with our complaints procedure and in a confidential and professional manner.

Where the complaint is straightforward, a review will be completed, and a response will be provided to the complainant.

Where a complaint is considered to be important, the complaint will be assigned to a director where the complaint will be investigated and discussed with the board of directors. An appropriate outcome will then be decided by the directors and the complainant will be contacted with the outcome.

Moorlands Radio will always inform Ofcom of any complaints that relate to the output broadcast on air that cannot be dealt with in-house.

Draft Key Commitments

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

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

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
< Moorlands Radio (the on-air name of the programme service as in question 3.1 of this application)>	<p>Moorlands Radio <i>is a radio service intended to serve</i></p> <p>local people in the Staffordshire Moorlands, with programmes produced and presented by local people, and a heavy emphasis on local music. The station is accessible by both listeners and</p> <p>in the Staffordshire Moorlands NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (<i>“the target community”</i>) by</p>		<p>Congleton & Leek (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio</p>

	<p><ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES describe in no more than 50 words></p> <p>The service reflects local life in the rural Staffordshire Moorlands, with programmes produced and presented by local people, and a heavy emphasis on local music. The station is accessible by both listeners and programme makers, and it also develops local talent through in-house training schemes.</p> <p>The service broadcasts:</p> <ul style="list-style-type: none"> - <i>Music. The main type of music broadcast over the course of each week is: popular music from the 1960s to the present, with local artists a regular feature. Specialist music also features.</i> - <i>Speech. The main types of speech output broadcast over the course of each week are: local information, news, interviews and discussions,</i> - <i>The service provides original output for a minimum of ten hours per day</i> - <i>The service provides locally-produced output for a minimum of 13 hours per day.</i> <p>The studio is located within the licensed coverage area.</p> <ul style="list-style-type: none"> - <i>The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:</i> - <i>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</i> - <i>the better understanding of the particular community and the strengthening of links within it.</i> 		<p>station plans to broadcast on></p>
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C-DSP licence: Application form (Part A)

	<p>Members of the target community contribute to the operation and management of the service.</p> <p>The service has mechanisms in place to ensure it is accountable to its target community.</p>		
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4. Compliance of the service

About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

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

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

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

Moorlands Radio provides annual compliance training to all of its volunteers and directors, whether they are on- or off-air members of the team.

It is important to ensure that all members of the radio station follow the same rules and regulations, regardless of their position within the company.

Training is completed by members of the team who have previously worked in management at the BBC and members who have worked in ILR. Volunteers are provided with the Ofcom Broadcasting Code and BCAP Code and we ensure that all members of the team have a sound understanding of rules and procedures.

Moorlands Radio does not run any phone paid services at the radio station.

- 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.

Ofcom compliance training is to be completed annually and all directors are advised to stay up to date with the latest rules and regulations so that they can answer any questions from other members of the team.

We have regular team meetings to discuss station matters and members of the team are reminded of legal training and codes of practice requirements. We always ensure that presenters are fully aware of the codes of practice before they are allowed to broadcast on air.

A number of the directors at the radio station have also worked in BBC, Commercial and ILR radio in the past and are fully aware of the expectations required.

All training provided to volunteers is done so in a practical way and a way in which volunteers will remember. A questions and answers session is always opened up following training.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Station Co-ordinator – Our station co-ordinator assumes a management role at the radio station and actively monitors the on-air output alongside members of the board of directors.

The station co-ordinator carries out regular show reviews with presenters and show assistants to ensure that all policies, procedures, and key commitments are being met. Any issues are discussed, and solutions provided where possible.

- 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 presenters, off air volunteers and directors receive legal and compliance training annually to ensure that all members of the team always comply with the Ofcom Broadcasting Code, BCAP Code and the stations own policies and procedures.

New members to the team will be required to complete legal and compliance training, prior to being allowed to go on air.

All training is carried out as a group where possible, either in person or via video conference.

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

Yes, regardless of the position within the organisation, all members of the team are required to complete legal and compliance training.

- 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.

Prior to any presenter being allowed to broadcast on air, they will be subject to an Induction with our Station Co-ordinator and/or a member of the board of directors.

All volunteers are provided with a copy of our up to date volunteer handbook which contains the companies policies and procedures that we expect each member to abide by.

All members of the team are reminded on a regular basis of the importance of following all policies and procedures both on and off air.

As we already broadcast on our FM frequencies, we are required to retain an audible log of all of our output.

We regularly carry out show reviews to ensure that all presenters are up to date with the latest policies and procedures. We are able to use a copy of the audio log to conduct reviews of shows and presenters to ensure that all rules and guidelines are met.

Any presenter that we identify to have not met the minimum standards that we expect, will be invited to a discussion with the Station Co-ordinator and/or a director. This gives us the opportunity to have one to one discussions with our presenters and ensure that they are happy with our guidance and policies and procedures.

Should we become aware of any content that is non-compliant, a meeting will be arranged at the earliest opportunity with the presenter/s in question.

- 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.

Moorlands Radio already collects an audible log of all output to ensure that we remain compliant.

Provisions will be put in place to ensure the logging of any additional outputs that are provided and will be stored in the same way using the same technology that we currently use.

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

The station co-ordinator works closely with the board of directors to ensure that the radio station is broadcasting compliant content and that we are always hitting our key commitments.

All presenters are aware of the stations key commitments and are required to produce programmes that cover all aspects of the commitments at all times.

Regular show reviews are carried out by reviewing audio from broadcast programmes and feedback is provide to each presenter during their in person show review that is completed regularly.

If at any point it is identified that we are not hitting our key commitments, the board of directors are informed and the relevant steps are put in place to rectify any shortfalls.

Where Moorlands Radio may not be able to meet any part of its key commitments for whatever reason, we will always inform Ofcom at the earliest opportunity and work to ensure that the correct level of service is restored as quickly as possible.

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

We currently have a director that oversees our community engagement activities along with 2 volunteers who engage with the local community and local organisations.

During our monthly board meetings, community engagement and local events are discussed, and plans are put into place to organise and arrange contact and events moving forward.

The station co-ordinator/a director is copied into any local events or engagements with the community to allow us to monitor our commitments.

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

English

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

All members.

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

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

GARY DUNN

Date of application:

27/02/2023

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