

# Community Digital Sound Programme (C-DSP) licence

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## Application form – Part A (public)

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

RIVERSIDE BROADCASTING CIC

Proposed service name:

RIVERSIDE 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)

SOUTH LONDON SMALL SCALE DAB

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

RIVERSIDE BROADCASTING CIC, 281-285 BATTERSEA PARK ROAD, LONDON, SW11 4LX

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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](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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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

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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 ap-

plying 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

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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

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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

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

RIVERSIDE BROADCASTING CIC

- 1.2 Company registration number stated on Companies House:

09033094

- 1.3 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:

13 ALMA TERRACE, LONDON, SW18 3HT

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

☒ Yes ☐ No

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

- 1.5 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	JASON ROSAM
Job title	MANAGING DIRECTOR
Address	281-285 BATTERSEA PARK ROAD, LONDON, SW11 4LX
Telephone	020 7720 3332
Mobile	07871 670 493
Email	<a href="mailto:JASON@RIVERSIDERADIO.COM">JASON@RIVERSIDERADIO.COM</a>

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

RIVERSIDERADIO.COM

- 1.7 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.

Riverside Broadcasting C.I.C. sustains its community radio service through a diverse and locally rooted funding model:

**Commercial Services at Local Events:**

The station provides broadcasting and entertainment services at community events. These are often funded by local businesses, Business Improvement Districts (BIDs), local councils, and other organisations.

**Advertising and Sponsorship:**

Local businesses support Riverside Radio through on-air advertising and sponsorship packages.

**Volunteer Membership Contributions:**

Volunteers make a **voluntary financial contribution** to become members of the station. These contributions help cover the costs of running and maintaining the service.

**Educational Partnerships:**

Riverside Radio collaborates with educational charities and organisations, such as Sound Vision CIO, to provide training programmes for young people. These partnerships often come with financial or resource support.

This funding approach allows Riverside Broadcasting C.I.C. to maintain editorial independence, remain free from influence by political or religious bodies, and serve the diverse needs of the communities in Wandsworth, Richmond, Merton, and Lambeth.

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

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

- 1.8 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
JASON ROSAM	13 ALMA TERRACE	UK	NONE	Freelance Broadcaster and Training Facilitator
FIONA FLEMING	AS ABOVE	UK	FJF NOTARY LTD – Notary PUBLIC APROPOS LTD – Office Admin	Notary Public
KEITH FLYNN	AS ABOVE	UK	NONE	Vice President – Financial services
MARTIN ADAMS	AS ABOVE	UK	BRANDKUBE LTD – Design	Managing Director
LESLEY STRACHAN	AS ABOVE	UK	NONE	Human Resources

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

Full name of >5% participant (existing and pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
JASON ROSAM	2	£2	100%	

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



Comments

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

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

Full name of the entity	Address
N/A	

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

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

Full name of the entity	Address	Affiliates
N/A		

#### Details of persons who control the applicant

- 1.12 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		

- 1.13 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		

- 1.14 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		

- 1.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
n/a				
Comments				

### Involvement of the applicant in specified activities

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

Activity/involvement	Yes / No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
a) A local authority	NO	
b) A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	NO	
c) A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	NO	
d) An individual who is an officer of a body falling within (b) or (c);	NO	
e) A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	NO	
f) An advertising agency or an associate of an advertising agency	NO	

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<sup>2</sup> Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

### Details of applications, licences and sanctions

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

☒ Yes ☐ No

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

Licence number	Name of multiplex
DP103386BA/1	TRIAL LONDON

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

☒ Yes ☐ No

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

Licence number	Name of service or multiplex
DP103386BA/1	TRIAL LONDON

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

☐ Yes ☒ No

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex

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

☐ Yes ☒ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

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

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

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

☐ Yes ☒ No

If yes, please provide the following details:

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

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

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

N/A



# 3. The proposed service

## About this section

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

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

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

## Your proposed service and target community

1.27 What is the proposed service name?

RIVERSIDE RADIO

1.28 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.

SOUTH LONDON SSDAB MULTIPLEX – South of the River Digital

1.29 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

THE BROADCAST CENTRE, 281-285 BATTERSEA PARK ROAD, LONDON, SW11 4LX

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<sup>3</sup> 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.

- 1.30 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.

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

Riverside Radio’s target community is the diverse population living, working, and studying in South West London, specifically within the London boroughs of **Wandsworth, Richmond upon Thames, Merton, and Lambeth**. These boroughs fall within the coverage area of the “South of the River” small-scale DAB multiplex on which we intend to broadcast.

Our target community is defined by its **geographic location** and its **shared urban-local identity**. The area includes a wide range of neighbourhoods, while varied, these communities are connected by the River Thames and the River Wandle, transport links, and shared economic and cultural activity across borough boundaries.

We serve a **diverse, multi-generational** population, targeting 35 to 65 year olds living in south west London in the daytime who are invested in their community and with more focused community based programming in the evening to young people and students, culturally and ethnically diverse communities, local artists, musicians and performers and as well as community people and businesses.

Riverside Radio supports this community by providing **local news, cultural content, music from local artists**, and coverage of events, issues, and developments that matter to residents. We also offer **training and development opportunities** for young people and volunteers, strengthening community cohesion and media literacy.

Our goal is to reflect and amplify the voices of our listeners—celebrating what makes South West London unique while giving people a local station they can connect with and trust.

- 1.32 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.**

Riverside Broadcasting is a CIC so we are legally bound to operate on a **not-for-profit basis**, with an asset lock in place to ensure that all income and assets are used solely to benefit the community it serves. The CIC model enshrines our commitment to community benefit in law. Our governing documents explicitly state that any **surplus income** must be reinvested in the organisation to:

- Improve and expand the service
- Deliver training and development opportunities

- Support community events and engagement
- Promote social inclusion and cohesion

We have **no shareholders** and no provision for profit distribution. Any payments to individuals (e.g. freelancers or trainers) are for specific services and in line with fair market rates. Financial oversight is provided by a board of directors, which includes experienced professionals and community representatives. The board meets regularly to monitor performance, ensure transparency, and approve budget allocations.

Our accounts are filed annually with Companies House and are publicly available. These include full details of income and expenditure, ensuring accountability and transparency in how funds are used.

Any profits from events, advertising, sponsorship and other activities are used to support and improve the service, for example, upgrading equipment, creating more on-air opportunities, and expanding training programmes for young people and volunteers.

By combining the legal safeguards of our CIC structure with transparent financial management and a strong commitment to community service, Riverside Broadcasting ensures that its C-DSP service is and will remain not-for-profit, with all resources directed toward long-term sustainability and social gain.

## Social gain

- 1.33 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.

Riverside Radio will deliver a wide range of **community benefits** across South West London, particularly in the boroughs of Wandsworth, Merton, Richmond upon Thames, and Lambeth, through inclusive programming, skills development, representation, and partnerships with local organisations.

We provide **local news, arts, culture, and music programming** tailored specifically to our community. We champion underrepresented voices and ensure local issues are heard, discussed, and celebrated. Regular segments like **'ArtsWatch'**, **'Track of the Week'**, and community-led interviews bring visibility to local artists, grassroots campaigns, and cultural events. This fosters civic pride and a stronger sense of place.

Our station operates with over 200 volunteers, providing meaningful opportunities for people of all backgrounds to get involved in radio. We offer **free or low-cost training** in presenting, producing, editing, and journalism, creating vital pathways into the media industry, especially for young people and those underrepresented in broadcasting. We work in partnership with educational and youth organisations, including an educational charity that helps deliver radio training and creative programmes to young people aged 11–19. Our **"Riversiders"** programme equips young people with confidence, media literacy, and employability skills. Many graduates have gone on to further study or employment in media.

We engage with the public through **live events**, broadcasting from community festivals, high streets, markets, and charity fundraisers. These events are often commissioned by

**local councils, BIDs, and community groups**, giving visibility to their work and creating shared moments of celebration and awareness.

We support local businesses through **affordable advertising and sponsorship opportunities**, helping them reach engaged local audiences. This creates a mutually beneficial relationship where commercial support sustains the service and strengthens the local economy.

Our coverage of local charities, public services, and campaigns also helps raise awareness, increase volunteer numbers, and drive donations.

The station has acted as a platform for campaigns addressing mental health, youth safety, climate change and local political life and elections, empowering listeners with trusted, impartial information.

Riverside Radio has established relationships with a wide network of local partners across the four boroughs including local councils, politicians, service providers, businesses, community groups, charities, sports clubs and arts and cultural venues and organisations. These partnerships are evidence of our **embeddedness within the community** and our ability to deliver lasting social gain.

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

Riverside Radio provides a trusted platform for local voices, encouraging open discussion and the expression of opinion on issues that matter to our communities. Through news programming, interviews, panel discussions, and community focused talk shows, we give residents, organisations, and decision makers the opportunity to share views and engage in constructive dialogue.

We regularly invite local councillors, MPs, campaigners, and residents to participate in on-air discussions and interviews, covering topics such as housing, transport, education, and community safety. These segments are balanced, impartial, and designed to reflect the diversity of perspectives across our four boroughs.

Our volunteers and presenters are trained to uphold editorial standards that ensure fairness and respect, while also creating space for challenging conversations and debate. Social media channels and listener interaction also enhance community participation.

By acting as a local sounding board, Riverside Radio helps foster democratic engagement, accountability, and community cohesion.

- 1.35 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.**

Riverside Radio is committed to ensuring members of our community across Wandsworth, Richmond, Merton, and Lambeth can access our facilities and receive training, both to participate in broadcasting and to develop valuable media skills.

Our studios are located in the heart of Battersea and are open seven days a week. Community members can apply to volunteer through our website or by attending open day events, which are promoted on-air and via social media. We actively welcome applications from individuals of all backgrounds, including those with no prior experience, and are particularly focused on removing barriers for underrepresented groups.

New volunteers are offered a **structured induction and training programme**, which includes workshops in presenting, producing, editing, legal and compliance, technical operation and media law. Training is led by experienced volunteers and media professionals.

For younger participants (ages 11–19), we run **targeted training programmes** in partnership with a educational charity Sound Vision CIO, including school holiday courses, workshops, and projects such as our “Riversiders Radio Club” scheme. These formal programmes are designed to develop confidence, communication skills, and media literacy. In addition to structured sessions, we offer **ongoing informal learning** through mentoring, shadowing, and peer support. Volunteers are encouraged to progress from entry level roles to producing and presenting their own shows, with regular feedback and opportunities for development.

We engage with local schools, youth centres, and community organisations to promote opportunities and deliver outreach training. Pop up radio workshops and outside broadcasts at events allow residents to try radio for the first time in accessible, informal settings.

Our open door policy, flexible training model, and emphasis on diversity and inclusion ensure that people from all walks of life can get involved. By offering a mix of formal and informal learning, we create a welcoming environment that supports progression while building confidence and skills.

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

Riverside Radio provides a platform that reflects, celebrates, and connects the diverse communities of South West London. By sharing local stories, music, and experiences, we foster a greater understanding of the people, cultures, and issues that shape our area.

Our programming includes interviews with community leaders, local business owners, artists, and residents from a range of backgrounds. This encourages empathy, promotes awareness of different perspectives, and highlights shared challenges and achievements.

We actively build bridges between groups by covering local festivals, initiatives, and campaigns, and by partnering with organisations across Wandsworth, Richmond, Merton, and Lambeth. Our coverage helps raise the profile of grassroots causes and gives listeners insight into the work being done across the boroughs.

By training volunteers and involving them in content creation, we empower people to tell their own stories and connect with others through radio. This participatory approach strengthens social ties, encourages dialogue, and promotes pride in our community.

- 1.37 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.**

Riverside Broadcasting has a strong track record of delivering social gain through community engagement, education, and skills development. Since launching in 2015, the organisation has involved thousands of volunteers, many of whom have progressed into professional media roles.

Our team includes individuals with experience in the **third sector, youth work, education, and community development**. This includes leading media workshops in schools, collaborating with youth organisations, and running outreach projects aimed at marginalised groups.

We have developed and delivered formal training programmes in partnership with educational charities, providing structured media skills training to young people aged 11–

19. These programmes focus on boosting confidence, employability, and communication skills, and have a proven track record of positive outcomes.

We also support ongoing informal learning through mentoring, shadowing, and creative collaboration within our station. Additionally, we have delivered community media projects supported by local councils and arts organisations, including event broadcasting, cultural promotion, and public awareness campaigns. This combined experience underpins our ability to provide high-quality training and community-focused services that deliver meaningful social impact.

## Participation

- 1.38 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.**

Riverside Radio is committed to ensuring that members of our target community are actively involved in both the **day-to-day operation** and the **strategic management** of the service.

Our station is built on volunteer participation. Community members from across south west London are invited to join as volunteers and are supported with training to become presenters, producers, technical operators, and contributors. We have an open application process and actively reach out to underrepresented groups to ensure broad inclusion.

Volunteers are central to the running of the station, shaping content, organising events, supporting marketing and social media, and helping with technical tasks. They are encouraged to develop their own ideas, shows, and campaigns that reflect the interests and needs of the community.

We promote leadership from within our volunteer base. Volunteers can progress into key coordination roles such as joining the management team through a clear pathway of support and mentoring.

Our management team includes individuals who began as volunteers and now oversee essential parts of the station. We also offer opportunities for volunteers to sit on internal working groups that feed into programming decisions, training design, and community outreach planning.

As a Community Interest Company, Riverside Broadcasting is legally accountable to the community it serves. We have a **board of directors** that includes individuals with lived experience in the local area and a deep understanding of local needs. The board meets regularly and invites community feedback to help shape decisions.

We encourage community input through regular listener surveys, volunteer meetings, and feedback sessions. We also maintain strong two-way communication with local partner organisations, such as youth groups, charities, and cultural bodies, who help identify emerging needs and opportunities.

By embedding community members at every level, from volunteer to decision-maker, we ensure that Riverside Radio remains accountable, relevant, and reflective of the people it serves. Our structure promotes sustainability, growth, and deep-rooted community ownership of the service.

## Accountability

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



Riverside Radio provides multiple, accessible ways for members of our community to **contact the station** and actively influence its **content, direction, and operations**.

Listeners and community organisations can contact us via:

Email and Social Media

Contact details clearly displayed on website

Phone and WhatsApp lines

We regularly promote these channels on-air, inviting feedback, song requests, local stories, and programme ideas.

We welcome content proposals and ideas from the public. Local individuals and groups are encouraged to co-create segments or shows, especially those representing underrepresented voices. Many of our current programmes were developed in response to community suggestions or partnerships.

By maintaining open lines of communication and an inclusive culture, Riverside Radio ensures the service remains community led, responsive, and relevant.

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

Riverside Radio is committed to being a responsive, accountable, and community led station. We actively encourage **suggestions, feedback, and criticisms** from our target community and have clear processes in place to ensure they are **heard, reviewed, and acted upon**.

All suggestions and criticisms are logged and reviewed by the **management team**, who meet monthly. Feedback is discussed, and relevant actions are assigned, whether it's updating programming, improving training, or resolving issues raised by listeners or volunteers. For more significant concerns, input is escalated to our **board of directors**. We are committed to transparency and, where appropriate, will publicly acknowledge changes made in response to community feedback.

We view suggestions and criticisms as vital tools for growth, helping us ensure Riverside Radio remains relevant, inclusive, and trusted by the community it serves.

## 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	<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><b>RIVERSIDE RADIO</b></p>
Service Description	<p>&lt;ENTER SERVICE NAME&gt; is a radio service intended to serve</p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p><b>RIVERSIDE RADIO</b></p> <p>&lt;ENTER DESCRIPTION OF TARGET AUDIENCE&gt;</p> <p><b>DIVERSE COMMUNITIES ACROSS SOUTH WEST LONDON</b></p> <p>&lt;ENTER A DESCRIPTION OF THE LOCALITY&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</p> <p><b>THE LONDON BOROUGHS OF RICHMOND UPON THAMES, WANDSWORTH, MERTON AND LAMBETH</b></p> <p>&lt;ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES describe in no more than 50 words&gt;</p> <p>RIVERSIDE RADIO INFORMS, ENTERTAINS AND CONNECTS SOUTH WEST LONDON’S COMMUNITIES THROUGH LOCAL NEWS, MUSIC, CULTURE AND EVENTS. IT OFFERS TRAINING, VOLUNTEER OPPORTUNITIES, AND A PLATFORM FOR UNDERREPRESENTED VOICES, STRENGTHENING COMMUNITY TIES AND PROMOTING SOCIAL GAIN.</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the</p>

	<p>coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p> <ul style="list-style-type: none"> <li>• the facilitation of discussion and the expression of opinion,</li> <li>• 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</li> <li>• the better understanding of the particular community and the strengthening of links within it.</li> </ul> <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>
Transmission Schedule	Daily 24 hours
Multiplex	<p>&lt;<b>ENTER THE RADIO SERVICE MULTIPLEX SERVICE</b> (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on&gt;</p> <p><b>SOUTH LONDON SSDAB MULTIPLEX</b></p>

## 4. Compliance of the service

### About this section

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

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Regulation of Premium Rate Services Order

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

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

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

The person named in response to question 2.3, **Jason Rosam**, has over **25 years of experience** as a journalist and presenter across the **BBC**, commercial radio, and television. He brings a strong background in editorial standards, media regulation, and broadcast compliance, gained through extensive frontline and leadership roles in broadcasting.

Jason has been **formally trained by the BBC** in legal and editorial compliance, including **contempt of court, libel**, and the **Ofcom Broadcasting Code**. He has managed live programming in high-risk editorial environments, including news, current affairs, and election coverage, ensuring full compliance with regulatory requirements.

He currently lectures at **Goldsmiths, University of London** on the Media and Communications course, and also works with students at the **University of Westminster** and **City, University of London**, delivering sessions on **radio production, broadcasting regulations**, and **Ofcom code compliance**. His work includes practical training in legal and ethical standards for student broadcasters, including issues such as harm and offence, accuracy, fairness, and due impartiality.

At **Riverside Radio**, Jason oversees compliance procedures and trains volunteers in editorial and legal standards, ensuring all output adheres to the Ofcom Code and wider broadcasting obligations. His professional background and academic roles place him in a strong position to uphold and promote high standards of broadcast compliance within the service.

- 1.42 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.

The person named has had extensive compliance training and experience whilst working as a journalist and broadcaster at BBC Local Radio from May 2008 to January 2024.

He was also an active board member of the Community Media Association (CMA) 2019 to 2024 and conducted meetings with other members and received more media law and compliance training whilst in this position.

- 1.43 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.

Riverside Broadcasting has a compliance team consisting of **six key individuals**, each responsible for upholding the Ofcom Broadcasting Code and ensuring editorial standards across all platforms, including radio, social media, and digital content.

1 – Compliance lead

Responsible for overseeing all legal, editorial, and regulatory compliance at the station. This includes delivering training, interpreting the Ofcom Code, managing election period compliance, and ensuring all content meets required standards.

2 – Station Manager

Supports day-to-day editorial decision making and ensures scheduling, programming, and volunteer output align with compliance policies. They also assist in managing volunteer conduct and responding to any editorial concern

3 – News Editor

Ensures all news content is accurate, impartial, fair, and legally sound. They supervise news-gathering and editing, with special attention to issues such as defamation, privacy, and balance.

4 – Arts Editor

Reviews and oversees coverage related to arts and culture, ensuring content is respectful, inclusive, and in line with compliance guidelines

5 – Sports Editor

Responsible for ensuring compliance in sports related content, particularly around accuracy, live event commentary, and fair representation of teams, clubs, and individuals.

## 6 – Digital Editor

Ensures all content published on social media, the station website, and other online platforms complies with legal and editorial guidelines. This includes moderating audience interaction, safeguarding reputation, and ensuring online posts reflect broadcast standards.

This multi-role structure ensures compliance is integrated throughout the organisation, with shared responsibility across key editorial leaders.

- 1.44 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.

Each on-air volunteer at Riverside Radio is required to complete a **comprehensive two-hour legal and compliance workshop** before they are permitted to broadcast. This session covers key areas of the **Ofcom Broadcasting Code**, including harm and offence, fairness, privacy, impartiality, defamation, and contempt of court.

Following the training, all volunteers must sit a **compliance exam** and achieve a **pass rate of 90% or higher** to ensure a thorough understanding of their responsibilities. Only those who meet this standard are allowed to present live or recorded programmes.

We take compliance extremely seriously and maintain a culture of ongoing training and awareness. Volunteers receive regular **updates on compliance issues**, especially during **election periods** and in response to any changes in Ofcom regulations. This commitment helps us safeguard editorial standards and uphold the trust of our community and listeners.

Editors (news, arts, sports, and digital) and the station manager receive enhanced compliance guidance tailored to their roles. This includes training in risk assessment, managing editorial teams, and dealing with complaints or compliance breaches.

A strong compliance culture is embedded across the station. All team members are encouraged to raise concerns, flag risks, and seek advice when unsure. Internal support is available from the compliance lead and station management team.

This structured approach ensures Riverside Radio delivers a legally sound and trusted service that reflects the highest editorial standards.

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

The training described will be mandatory for all volunteers and staff at Riverside Broadcasting CIC

1.46 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.

Riverside Broadcasting C.I.C. will implement a robust and comprehensive compliance system to ensure that all content, whether live or pre-recorded meets the standards required by **Ofcom's Broadcasting Code** and associated regulations.

All presenters, producers, and contributors must complete a structured **legal and compliance training workshop** before being allowed to broadcast. This includes key modules on harm and offence, fairness, privacy, defamation, and election period rules. Trainees must pass a **compliance exam with a minimum score of 90%** to qualify for on-air roles.

For live programming, we ensure that only experienced and trained presenters are scheduled, particularly for higher risk time slots or topics. Presenters are encouraged to report and record via email, WhatsApp message or our intranet any potentially sensitive content, and are supported by a senior editorial team member when needed. A member of the management team is always available during live broadcasts to provide immediate advice and support when required.

The station's compliance lead, who has over 25 years of broadcasting experience, regularly audits content and supports presenters and producers to maintain compliance. Editorial meetings are held monthly to review upcoming programming, address potential risks, and ensure sensitive or regulated content is managed appropriately.

Ongoing training is provided to all volunteers, with particular focus during election periods, major public events, or following changes to Ofcom regulations. In addition, all digital and social media output is monitored by our digital editor to ensure consistency with our broadcast standards.

We also have a clear and transparent complaints procedure in place, fully aligned with Ofcom's requirements. Any issues or breaches are logged, reviewed, and addressed promptly, with further training or corrective action taken as needed.

These systems ensure that Riverside Radio delivers a consistently compliant, high-quality community broadcasting service.

- 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.

Pre-recorded content is reviewed and signed off by an editor or producer trained in compliance before being scheduled. We use a formal pre-broadcast checklist to ensure all recordings meet editorial and legal standards. These shows are securely archived to support accountability and provide evidence should any complaints arise.

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

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

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

We are committed to delivering the character of service set out in our Key Commitments and have clear processes in place to ensure compliance.

**a) Monitoring:**

We regularly review our output to ensure it reflects our Key Commitments, including local news, community programming, and cultural content. This includes sampling programmes across the schedule and maintaining programme logs.

**b) Responsibility:**

Monitoring is led by the Station Manager, supported by the Programme Controller and a designated Compliance Officer.

**c) Frequency:**

We carry out monthly reviews, with a more detailed quarterly audit to ensure consistency and long-term compliance.

**d) Publishing Information:**

We include a summary of our compliance in our annual report and provide quarterly updates on how we are delivering against our commitments.

**e) Public Availability:**

These reports are published on our website in a dedicated "Compliance" section and can also be requested at our studio. We promote transparency via social media and community newsletters.

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

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

- a) How you will monitor that off-air social gain activities are being delivered;



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

We are committed to delivering the off-air social gain activities as set out in our Key Commitments and have put in place a robust framework to ensure their ongoing delivery, compliance, and transparency.

**a) Monitoring Delivery of Off-Air Social Gain Activities**

We will implement a Social Gain Tracker, an internal monitoring system that records all social gain initiatives including training sessions, outreach events, workshops, volunteering opportunities, and educational partnerships. Each activity will be logged with dates, participants, outcomes, and feedback to assess impact and effectiveness.

**b) Responsibility for Monitoring**

The Station Manager will be responsible for overseeing and maintaining this system. This role will ensure that all off-air social gain commitments are delivered in line with our licence and are properly documented.

**c) Monitoring Frequency**

Monitoring will be carried out on a monthly basis, with quarterly reviews by the Station Manager and the Board of Directors. This ensures continuous oversight and allows for timely adjustments where necessary.

**d) Ensuring Information is Published**

A quarterly Social Impact Report will be produced, summarising our social gain activities, outcomes, and any lessons learned. This report will be approved by the board and made available to the public to demonstrate transparency and accountability.

**e) Where Information Will Be Published**

The Social Impact Reports will be published on our website under a dedicated “Community & Impact” section. We will also promote key highlights across our social media channels.

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

ENGLISH

1.50 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.**

SIX

# 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.

1.51 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.

1.52 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.

1.53 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 Broad-casting 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 prop-er 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:**

JASON ROSAM

**Date of application:**

25/04/2025

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

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

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