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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

WWL Radio

Proposed service name:

WWL 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)

Wigan SSDAB

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

WWL Radio  
The Radio Broadcast Studio  
Wrightington Hospital  
Hall Lane  
Appley Bridge  
Wigan  
WN6 9EP  
Tel: 01257 256361  
Email: wrightingtonhospitalradio@hotmail.com

**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](mailto: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](mailto: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):

WWL Radio

2.2 Company registration number stated on Companies House:

NA

WWL Radio is a Charitable Incorporated Organisation, registered with the Charity Commission for England and Wales, with the registration number 1197778

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:

WWL Radio  
 The Broadcast Studio  
 Wrightington Hospital  
 Hall Lane  
 Appley Bridge  
 Wigan  
 WN6 9EP

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

**No** (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	Kevin Riley
Job title	Trustee and Secretary
Address	WWL Radio The Broadcast Studio Wrightington Hospital Hall Lane Appley Bridge Wigan WN6 9EP
Telephone	01257 256361
Mobile phone	
Grants	
Email	kevin.kmriley@outlook.com

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

wwlradio.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.

The service will be a simulcast of our existing broadcast which is direct to the hospitals of the Wrightington Wigan and Leigh Teaching Hospitals NHS Foundation Trust and, also available online. Our funding streams for both our existing broadcasts and the additional DAB services, are from a combination of:

Grants

Individual donations

Fundraising events

Donations made for outside broadcast services to a variety of community organisations.

## 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Diane Louise Herring	WWL Radio, The Broadcast Studio, Wrightington Hospital, Hall Lane, Appley Bridge,	UK		Self employed Alarm/CCTV engineer

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

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	Wigan, WN6 9EP			
Christopher Risley	WWL Radio, The Broadcast Studio, Wright- ington Hospital,  Hall Lane, Ap- pley Bridge, Wigan, WN6 9EP	UK		Master printer
Kevin Riley	WWL Radio, The Broadcast Studio, Wright- ington Hospital,  Hall Lane, Ap- pley Bridge, Wigan, WN6 9EP	UK		Retired high school teacher

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

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
WWL Radio is a charity. All volunteers and members have voting powers but are legally required to exercise these in the best interests of the charity and its beneficiaries.				

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

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
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		

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

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

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A		

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

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

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

Comments

## Involvement of the applicant in specified activities

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

Activity/involvement	Yes 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; <sup>2</sup>	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	

<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

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

**No** (delete as appropriate).

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

Licence number	Name of multiplex

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex

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

**No** (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

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

**No** (delete as appropriate).

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

Licence number	Name of service or multiplex

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

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

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

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

**No** (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 im- posed	Date sanction imposed

- 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

- 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

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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?

WWL 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.

WIGAN SSDAB

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).<sup>3</sup>

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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.

Wrightington Hospital  
Hall Lane  
Appley Bridge  
Wigan  
WN6 9EP

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

N/A

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

WWL Radio provides a radio service to the hospitals and units of the WWL Hospitals Trust and is available online to Care Homes in the area as well as being aimed at friends and relatives of patients and staff of the Trust.

The Wigan Metropolitan area (consisting of 8 towns) has a population of approximately 331,000. It is an area with higher-than-average deprivation levels at around 21% and life expectancy is below the national average. Obesity levels in children was about 19% in 2014 and 27% for adults. This has risen in recent years. There are higher than average health issues in the area.

St Helens Metropolitan area (consisting of 9 towns and villages) has a population of approximately 181,000. Child poverty levels and obesity levels are above the national average with around 22% of 10-11 year old classed as obese. Health issues are also above the national averages. Smoking is still an issue, and long-term health conditions related to cardiovascular disease, diabetes, respiratory disease, and musculo-skeletal conditions, along with mental health are priorities for the local NHS.

Both areas had a strong mining and industrial history and with the decline in these industries, the deprivation levels in the area have increased. However, both areas have strong local and community identities.

We intend to use our presence on SSDAB to bring health education and information to the whole community. We also intend to extend our community involvement including support for healthy routes, University of the Third Age and provide a platform for community groups to engage with a wider audience.

- 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.**

WWL Radio is a Charitable Incorporated Organisation with the following charitable objects:

- (1) the relief of sickness, poor health and old age amongst people living in the area served by the Hampshire Hospitals NHS Foundation Trust or its successors by providing a local broadcasting service for hospitals, residential homes and similar institutions, and for patients receiving community care; and
- (2) the advancement of health and prevention or relief of sickness for the public benefit through the promotion of the benefits of living a healthy lifestyle, and the importance of maintaining good personal mental and physical health by (mainly, but not exclusively) the means of broadcasting health education messages to people living in the area served by the Hampshire Hospitals NHS Foundation Trust or its successors.

It is the legal responsibility of the Trustees to govern the charity in such a way that all its operations are aimed at fulfilling the above objects. The majority of the Trustees are elected by the membership of the charity (active volunteers and paying members), who have a legal obligation to vote in the best interests of the charity and its beneficiaries. (A minority of additional Trustees can be appointed by the Trustees to bring specific skills or knowledge to the Trustee Board.)

## 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.**

By extending our broadcasting to local SSDAB we intend to continue to make our broadcasting genuinely local and inclusive, engaging all parts of the community and available to all parts of the community.

It is important to ensure that people are as healthy as possible, whatever their age, but as they enter older age to enable them to remain independent, with a good quality of life, for as long as possible, and to minimise the need and demand for social care and NHS services.

WWL Radio (formerly known as Wrightington Hospital Radio) attracts listeners mainly because of the music played, but we do focus on speech content, audio plays and community interest interviews. Our speech content covers the wider determinants of health, encouraging people to live healthy, active lives, engaged with the local community, promoting physical, mental, and social health, along with positive ageing.

As well as the local NHS and public health, WWL Radio works with a number of local charities, clubs, groups and societies to encourage listeners to get out-and-about, get involved in local community activities and get out into the surrounding countryside. This is intended to increase physical activity, reduce social isolation and improve mental health. We also encourage listeners to seek help and support where and when needed, to avoid a health crisis, and to help them live healthy, independent lives for as long as possible; we signpost not only to the statutory services, but also to the wide range of local charities and support groups.

Also, there are indirect impacts on health – for example, financial problems can have a very negative impact on both mental health (through worry) and physical health (through lack of nutrition) – so WWL Radio takes a holistic approach to nudging people to living healthier lives.

Prior to Covid restrictions WWL Radio presenters recorded numerous interviews with Hospital staff, including consultants, doctors and other staff, as well as with community support organisation such as dementia support. We have mentioned local charities, groups, clubs, organisations and events, services or support that they provide to the community. Even with Covid restrictions we have managed to continue with some interviews directly and to cover community events such as Carol Concerts.

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

Each of our presenters and contributors lives in the metropolitan area and is encouraged to talk about things happening in and around the area. As mentioned, WWL Radio broadcasts interviews each year in which local people can talk about things that are dear to their hearts. This includes local celebrities, authors, politicians, council officers and NHS staff.

We are also out-and-about at community events, talking to organisers and attendees; this has obviously been affected significantly due to COVID restrictions over the last two years, but we have already started to get out and about in the community doing outside broadcasts from a variety of venues including museums, shopping centres, local cafes etc. and have more planned.

We promote upcoming interviews on-air and on social media and encourage engagement and feedback from listeners.

- 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.**

Volunteering opportunities are open to all aged 18 or over, subject to satisfactory completion of standard volunteer recruitment checks, induction processes and appropriate training. Our volunteer team has ranges in age from 21 to 80s.

Our on-air team, who present programmes from the studio, must also be registered volunteers with the hospital Trust and follow their procedures. However, we plan you introduce another level of volunteer. We would like to introduce remote volunteering, were members would not present programmes from the studio but would get involved in off-site broadcasting by acting as remote reporters in the community, helpers at events including essential roles such as “roadies”.

All our volunteers are provided with overall induction training and all necessary training relevant to their role(s) within WWL Radio. For those roles that are directly related to broadcasting, this includes training in the operation of our broadcast equipment and audio playout systems, general presentation and interview skills, audio editing and production, and legal responsibilities.

Training is delivered by experienced members of the team and caters for a variety of learning styles. We also take advantage of informal and formal training and networking opportunities provided by the Hospital Broadcasting Associations (on various aspects of broadcasting and running a radio station).

We will encourage local community organisations to avail themselves of the opportunity to get involved with WWL Radio – this can be as simple as being interviewed, through providing regular reports and pre-recorded packages updating listeners on developments, through to close, partnership working.

We are in the initial stages of working with a local youth organisation to train their members to use their in-house radio station equipment.

Our studio, based at the hospital, is readily accessed from most areas of town, on local bus routes. A railway station is within walking distance, and the studio is accessible, with dedicated disabled parking areas also available on site. Volunteers can park on site for free.

- 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.**

Our studio is within one of our hospitals and has been providing a radio service since the early 1970s as Wrightington Hospital Radio. In fact, we were broadcasting as the Wigan R.L. Hospitals Broadcasting service from 1954. All our presenters live in the area and many work in the area. Our members are associated with numerous organisations within the area including Naval Cadets, Museums, local and national charities etc. and include Governors of schools and of the Hospital Trusts.

Whilst increasing numbers of people have internet access, there is still a significant percentage of people, particularly amongst the older generation, who are digitally excluded. This was brought home during the pandemic, when so much information about local support services etc was only available online. WWL Radio will act as a means of ensuring that the digitally excluded are not socially isolated and can be kept up to date with information about services and local developments.

We have always encouraged listeners to interact with us by telephoning into the studio, emailing us and using social media. Our website promotes this and has links to contact us.

We fully intend to extend our collaboration with local groups and organisations to promote community events and involvement.

- 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.**

WWL Radio's three current Trustees have more than 65 years' experience, between them, of running WWL Radio and its predecessor unincorporated charity. One of them is a retired member of a high school leadership team with responsibilities for pastoral care, health and safety and community relations. He is also actively involved in local charities which work with disadvantaged and elderly people. He was a Health and Safety, First Aid Instructor and works with the hospital Trust as part of the delivery team for Dementia Champions giving a greater understanding of the needs of dementia sufferers. Another is also actively involved in social community work. Another is involved in local youth activities such as Sea Cadets, Youth Zone.

Also, within the membership we have a former Governor of the Hospital Trust whose term of office has just finished and others with experience of charity work. Our lead studio engineer has just retired from lecturing at the local college in Media, specifically radio, working with many students and helping them move into the industry or into volunteering with us.

## 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.**

In Section 3.9 we have explained that membership, is open to anyone over the age of 18 provided they also satisfy the hospital Trust volunteer requirements.

All volunteers are members of the Charity and therefore are entitled to attend general meetings, AGMs and to stand for election as a Trustee or Committee member, subject to current restrictions under charity, tax and broadcasting law.

There will be a number of roles available to members of our target community and others, including on-air presentation, hospital ward visitors (when this is opened up again), journalism, local reporters, fundraising, engineering and technical, and marketing. From our previous experience we have found that volunteers appreciate the variety of opportunities available, often joining wishing to undertake one role and then becoming more interested and involved in others, including working for the hospitals or volunteering at the hospitals in other roles.

Volunteer opportunities are promoted on-air, on our website and through social media.

All our volunteers are provided with overall induction training and all necessary training relevant to their role(s) within WWL Radio.

## Accountability

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

Members of the public are able contact WWL Radio in many different ways: they can call live or leave a message or text our studio (we have a local – 01257 area code – telephone number); they can email us; they can complete a form on our website; they can use social media – we are active on Twitter and Facebook – and they can talk to our Trustees and volunteers at community events that we attend. We still, occasionally, also receive letters through the post!

All correspondence is read, and feedback taken on-board and fed back to the Trustees and Committee.

- 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.**

We are always open to suggestions and constructive criticism that will improve the service we provide and/or increase the charitable benefit we provide. We will always respond to such input where possible. All our volunteers are trained to pass any suggestions and/or criticisms of our service they receive to the Trustees.

Reports on feedback/criticism, and the station's response will be reviewed by the Trustees and Committee at their regular meetings.

Where a more formal complaint is received, it will be investigated and then discussed by the Trustees and Committee. The complainant will receive a formal response from the Chairman via the Secretary.

## 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
<b>WWL Radio</b>	<p><b>WWL Radio</b> <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the 'character of service'.</p> <p><b>Local communities including those in hospitals and social care</b> <i>in</i></p> <p><b>Wigan, Wrightington, Leigh, St Helens and the surrounding areas</b> 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>) <i>by</i></p>		<b>WIGAN SSDAB</b>

	<p><b>providing a service to help improve health and wellbeing, and reduce social isolation, offering music and speech to entertain and engage the local community.</b></p> <p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>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:</i></p> <ul style="list-style-type: none"> <li>• <i>the facilitation of discussion and the expression of opinion,</i></li> <li>• <i>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></li> <li>• <i>the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		
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## 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).

Our Compliance and Training Lead is familiar with the Ofcom Broadcasting Code and has produced an In-house Guide for our members. He has received support and guidance from other members of the team who have extensive radio broadcast experience – two as former radio programme producers and presenters for BBC local radio and two who were former members and presenters of the Forces Broadcasting network.

Even though WWL Radio is not currently an Ofcom licenced station, our training as Wrightington Hospital Radio, and now WWL Radio, includes the core principles behind the Broadcasting Code.

He will undertake any training available from the HBA and Ofcom regarding Compliance.

In addition, he has undertaken self-directed learning with respect to the Ofcom Broadcasting Code and reviews each edition of Ofcom's Broadcast Bulletin for new learning points.

WWL Radio does not advertise nor offer a premium rate telephone service.

- 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.

Our Compliance Lead has extensive experience of training and compliance with legislation in other sectors through his previous employment as a member of the Leadership team of a large High School which included Health and Safety, Child Protection etc. As indicated in 4.1 he is very familiar with the Ofcom Code and will take part in any training required to deliver this role even more effectively.

He reports back to the Executive Committee on matters relating to licensing and compliance, advising on

Ofcom Broadcast compliance has been a part of our training for a number of years. Our Compliance Lead is supported by members of the team with years of experience in the broadcast field, including lecturing at college level in Radio and Media Broadcasting.

- 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.

**Compliance and Training Lead**

Responsible for:

Overall compliance and advises the Trustees and Committee on these matters.

Monitoring of output regarding compliance.

Design and deliver of training programmes and refresher/update training.

Monitoring of other trainers.

New volunteers when they join the station and arranging their training from the start of their membership through to the completion of their initial training.

Working with all members to further their knowledge, skills and understanding of the broadcast regulations that should be followed as a presenter.

Monitoring of pre-recorded programmes for compliance.

**Programme Controller Lead**

Responsible for:

Programme scheduling.

Monitoring output regarding compliance.

Working with the Compliance and Training Lead to ensure that programmes are fully compliant.

Monitoring programme content from external sources, e.g syndicated programmes.

- 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.

WWL Radio, and its former status as Wrightington Hospital Radio, has been broadcasting to its hospitals since 1973.

All volunteers go through a training programme which includes understanding the principles and practice of the Ofcom Broadcasting Code. Every member receives a copy of the Code or a digital link to a copy. They also receive a Summary of the Code with specific reference to Hospital Radio. Compliance training is provided by the Compliance and Training Lead.

Only those volunteers who complete their training to the correct standards and show that they fully understand their responsibilities under the Ofcom Code are allowed to present live shows.

All volunteers will be encouraged to sign up to receive Ofcom's Broadcast Bulletin and will be sent a link to the Bulletin by email. They will be updated on relevant matters raised in these Bulletins.

- 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.

As detailed above, training is mandatory for all volunteers, with enhanced training provided as appropriate, in line with requirements on charities that personal benefits to staff and volunteers (including training) is limited to that necessary for the role being undertaken.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

Only our experienced presenters are permitted to broadcast live. As well as ensuring that they understand the requirements of the Broadcasting Code, we require that they receive additional training regarding the screening and preparation of guests, for reacting to non-compliances on-air, and how to deal with emergency situations which might result in compliance issues.

Until such time as the volunteer has gained experience of broadcasting live, such live programming is only undertaken under supervision of an experienced presenter.

We have purchased new equipment to ensure that we are able to log all our output, and maintain it, for the legally required period of time. This will be installed as soon as Covid restriction from the Hospital Trust allow our engineers to work together in the studio.

The Compliance and Training Lead is contactable by members and regularly assists with queries about programme delivery.

- 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.

All music loaded into our playout systems are checked for compliance with the requirements of the Broadcasting Code, as it applies to pre-recorded music. Only a few presenters are authorised to add music to our playout systems or to use their own music collections which usually means CDs, and then only for specific purposes; the requirements of the Broadcasting Code, as it applies to pre-recorded music is re-emphasised to these volunteers.

Pre-recorded interviews are reviewed by a member the Compliance Lead or the Programme Controller, prior to being uploaded to the playout system. Externally produced or syndicated programmes and features are subject to the same process.

- 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 Compliance Lead is responsible for monitoring ongoing compliance with Key Commitments, providing reports to meetings of the Trustees and Executive Committee.

The Trustees and the Executive Committee are ultimately responsible the station's compliance, as part of its overall governance role within the charity.

Performance against the Key Commitments will be included in the charity's Trustees' Annual Report, which is published on the Charity Commission's Register of Charities.

- 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.

Monitoring of compliance with off-air social gain is the responsibility of the Trustee Board, as part of its overall governance role within the charity.

Performance against the Key Commitments will be included in the charity's Trustees' Annual Report, which is published on the Charity Commission's Register of Charities.

- 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.**

English - All our presenters and therefore the Compliance members are English speakers.

## 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:**

KEVIN RILEY

**Date of application:**

19<sup>th</sup> April 2022

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](#)**