
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Crest Co-Operative Limited

Proposed service name:

Crest Community 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)

Llandudno & Betws-y-Coed

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

Publication date: 1 June 2021

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1. Overview

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

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

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

The purpose of this form

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

Provision of information

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

Publication of information about applications and licensed services

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

Data protection

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

Keeping up to date with broadcasting matters

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

2. Applicant's details

About this section

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

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

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

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

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

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

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

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

Applicant information and contact details

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

Crest Co-Operative Limited

2.2 Company registration number stated on Companies House:

03588496

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:

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

Yes

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

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

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

Full name	Rod Williams
Job title	Managing Director
Address	Crest Co-Operative Limited, Brierley House, Ferry Fram Road, Llandudno Junction. LL31 9SF
Telephone	01492 596783
Mobile phone	07766603852
Email	rod@crestcooperative.co.uk

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

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.

n/a

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Michael Thompson	Crest Co-Operative Limited, Brierley House, Ferry Fram Road, Llandudno Junction. LL31 9SF	Wales/ UK	Chairman of voluntary Board of Directors/ Trustee	
Katie Baker	Crest Co-Operative Limited, Brierley House, Ferry Fram Road, Llandudno Junction. LL31 9SF	Wales/ UK	Member of voluntary Board of Directors/ Trustees	
Anna Burke	Crest Co-Operative Limited, Brierley House, Ferry Farm Road, Llandudno Junction. LL31 9SF	Wales/ UK	Member of voluntary Board of Directors/ Trustees	

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

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Lawrence Cox	Crest Co-Operative Limited, Brierley House, Ferry Farm Road, Llandudno Junction. LL31 9SF	Wales/ UK	Member of voluntary Board of Directors/ Trustees	
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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
Comments				
n/a				

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
Crest Trading Stores Ltd	45 Vale Street, Denbigh, Wales, LL16 3AH

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				

n.

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	n/a	

A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	n/a	
A body whose objects are wholly or mainly of a religious nature; ²	n/a	
An individual who is an officer of a body falling within (b) or (c);	n/a	
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);	n/a	
An advertising agency or an associate of an advertising agency	n/a	

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

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

n/a	Name of multiplex

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

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

No

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

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

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

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

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

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

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

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

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

No

If yes, please provide the following details:

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

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

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

n/a

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a 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?

Crest Community Radio

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

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

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

The studio is situated at Brierley House, Ferry Farm Road, Llandudno Junction, Conwy LL31 9SF. This is the main headquarters of Crest Co-Operative, a registered charity which aims to unlock people's potential through inclusion, innovation and enterprise, for the benefit of the whole community.

- 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.**

Crest Radio will target the service at communities across Conwy County with a strong focus on the immediate area close to the studios and premises of Crest namely Mochdre, Llandudno Junction, Conwy, Deganwy and Llandudno. The areas include the wards of Tudno, Mostyn, Gogarth, Craig-y-Don, Conwy, Marl and Mochdre. The predicted service area is a population of c.28,700 people.

Acknowledging that the service area contains some of the highest concentration of people aged over 65s on the North Wales coast (specifically Deganwy and Craig-y-Don), the station's playlist and editorial appeal will be wide, featuring music from the 1960s up to present day. In an area highly reliant on tourism for providing many aspects of local employment and underpinning the local economy, Crest will aim to target a secondary audience of visitors who will wish to know about local activities and attractions. Therefore, output will very much reflect life on the North Wales Coast and seek ways to promote our area, support local businesses and community groups for everyone's mutual benefit.

Mochdre and Tudno feature in the top 10% of the most deprived areas in Wales (WIMD, 2019) and residents in Mostyn also index highly in the Welsh Multiple Index of Deprivation against key measures including economic disadvantage. Therefore, Crest Radio will commit to social action programming and content to enrich and help "level-up" communities in these areas.

Crest prides itself on working closely with many adults with learning difficulties along the North Wales coast and this in itself is an important community which will benefit from the establishing of Crest Radio both in terms of contribution to and reflection in on-air programming and the learning and life-skills experience offered through involvement at the Brierley House studios.

- 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.**

Crest Co-Operative is a registered charity with the sole purpose of providing social good to communities in North Wales. There is no profit imperative, other than that of revenue generation to provide the services and any paid personnel required to manage such services. The organisation is monitored closely by the Charities Commission and monitored by independent trustees to ensure that social and charitable objectives are consistently fulfilled and that high levels of governance are maintained.

Crest Radio will be, to an extent, financed by the operation of the wider Crest organisation, certainly during its formative period. However, grants, sponsorship and eligible advertising generated by Crest Radio will be ring fenced specifically with the purpose of developing future provision of the service after costs. Any surplus revenue will be earmarked for the delivery of social gain via community radio led initiatives in partnership with the wider organisation. To ensure these objectives can be maintained and closely monitored, Crest Community Radio will be managed through via a separate cost centre and the maintenance of independent accounts.

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.**

Crest as a well-established local charity has many years of proven experience working in Conwy to help local people with their daily struggles. As an area with large pockets of deprivation, limited local employment and seasonal influences, we have been working closely with the local authority and many third-sector groups since our formation. From our community foodbank fridges which are assessible to any family or individuals who are struggling financially, to the emergency installation of washing machines and cookers when individuals cannot afford to replace broken down ones, Crest stands with the local community.

We have worked with and continue to work with many organisations and third sector groups dependent on local need and response to changes in the community. For example, we are providing studio facilities, resources and audio distribution to the Aberconwy Talking Newspaper for the Blind in response to pressures on their organization. Many testimonials from local organisations can be viewed on our website and these include Conwy Youth Service, Conwy County Borough Council, Cartrefi Conwy, HM Prison and Probation Service and Veteran's charities amongst many others.

Crest Radio will be a community radio service aiming to inform, stimulate, engage and entertain people of all ages (principally aged 15+) in the transmission area, facilitating debate and reflecting the local community back on itself. Crest will provide a platform for local groups to inform listeners about their work, help recruit volunteers and service users.

In response to the WIMD data and the challenges that are often unique to those living in coastal communities with seasonal employment, Crest Radio will commit to social action programming and content to enrich and help "level-up" communities in these areas. From volunteering involvement with Crest as a route into jobs and training to on-air features and interviews reflecting on the aspirations and concerns of communities in poorer areas, the station will provide a strong link to communities both on-air and off.

Crest's success at helping individuals with special needs thrive and gain life skills is detailed by case studies on the company website. Crest views the input and engagement with these individuals as a crucial element in the operation and success of Crest Community Radio.

The broader population will benefit from the collective effort that Crest Radio can play at uniting communities together in the effort to recycle and reuse, a key objective for Crest and one which is mandated into Welsh legislation. Wales is ranked third in the world for recycling and ecological and environmental initiatives will have a strong voice in Conwy through the amplification of the Crest charity ethos. This will be particularly important for helping local people through the cost of living crisis as well as reducing unnecessary waste in local landfill.

The ability to provide support to local businesses and those on our beleaguered high streets will be necessary in the years to come particularly as a result of economic pressures. The need to maximise spending by visitors will be helped through regular on-air promotion of local businesses, events and activities.

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

Crest Radio will provide our communities with the means to interact with all of the station output with a variety of touch points including telephone, whats app, facebook messenger, email and SMS text message. All programmes will encourage listener comment but also provide the means for those who wish to do so to have a broader dialogue with the station and other listeners.

Highlighting opinion and contrasting debate on local issues is an important role for Crest Radio and there will be the means to accommodate guests on key programmes such as breakfast and mid-mornings as well as telephone calls and online interviews. Crest Radio is planning to create a new website with a high level of interactivity including chat and commenting on local and national issues and “talking points” generated by the listeners themselves. This will provide an excellent tool to help presenters reflect on local opinion and canvass for more comment and debate.

Crest Radio will also be partnering with local third sector organizations to get more insight and understanding of local issues which matter to communities in Conwy such as mental health, employment, economic and social disadvantage for example. This will not only provide third sector organizations with a strong platform for engagement with local people, but provide learning to Crest Radio and our wider organisation.

- 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**.

Crest Radio welcomes volunteers from outside the organisation and this is actively encouraged by the wider Crest Co-operative, who are very much reliant on the contribution of volunteers. A volunteer co-ordinator role is already in place within Crest and there is a formal process for recruitment, personal development, progression and training.

We will ensure that our target community is aware of the opportunity to be involved in development of Crest Radio and the personal and professional benefits that volunteering can bring. In conjunction with our organization's strong links with the Conwy Voluntary Service Council (CVSC) with whom we have a long-standing relationship, we envisage that awareness of the station's facilities and the training offered will be strong across Conwy county.

Crest Radio will also provide further promotion of the station and its accessibility to the community during a series of community events around the launch period and on an on-going basis. Crest Radio already has a strong relationship with Bayside Radio in Colwyn Bay and Sound Radio in Kinnel Bay. They have both played an active part in assisting our volunteers when advice and help has been required and both teams have committed to providing future training, 'train the trainer' and editorial compliance advice as we establish the new community service. In addition, Tape Music and Film, in conjunction with Bayside Radio, will provide support on podcast editing and production. This is important for reaching out to younger people and getting them involved in radio station production and learning.

- 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.**

We are aware of recent “Let’s talk about community radio” consultations that Bayside Radio undertook ahead of its application to provide a digital radio service. The team have spoken with us about the success of having an on-going presence at regular community uniting events such as local markets and community days. This, we understand, has provided the opportunity for the station to invite guest organizations along to meet the public and to forge strong partnership working. Coupled with the opportunity to meet existing and non-listening members of the community, strong links were made and the station had the opportunity to assess feedback from a good cross section of the community. Crest Radio is keen to adopt a similar strategy but also establish two Community Panels so the station can remain informed, relevant and in touch with the community and the diverse range of organizations working within it.

By embracing a strong engagement and learning strategy off-air, we are confident that what we broadcast will be a true reflection of our community. This in turn will strengthen our bond with listeners and our listener’s bonds with the third sector organizations working to improve lives in the locality. Furthermore, this approach will enable us to learn more about the lives of local people at many differing ages and engage with them in the most relatable way so we are able to build advocacy and listenership.

- 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**

Social gain and support are the cornerstone of Crest Co-Operative and the organization’s origins began in 1998.

The company was established as a social enterprise and evolved from a project run by Scope. In 2020 the organisation developed charitable status.

Initially the project was established with one of the very first lottery grants and the aim of the project was to establish a community co-operative, to help disabled and unemployed people increase their skills and gain employment – either within the co-operative or to move on to sustainable employment within the community.

The project ran for 3 years and at the end of the project the co-operative became a ‘Not for Profit Limited Company.’ A further lottery application was granted for the co-operative to develop vocational training courses, to help disadvantaged people who had become socially excluded to gain life skills, as well as real work experience in a supported environment. The co-operative established two community businesses, within which the training could be delivered.

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.**

Crest Radio will be creating an awareness campaign ahead of launch to make the community aware of the opportunity to participate, manage and help drive forward the successful operation of Crest Community Radio. As mentioned earlier, Crest is an organization that has delivered social good through the actions of volunteers and community participation and this will be no different in the case of Crest Radio. We will continually work with Conwy Voluntary Services Council on recruiting from outside Crest and ensure that a full volunteers programme and policy is compiled to demonstrate our commitment to grow the skills and experience of everyone who is involved in the station. Our aim is to grow from within and provide the training and experience needed for advancement into operations and management should that be a personal priority for an individual on their personal development plan.

Furthermore, Crest Radio will set up an independent advisory panel made up of volunteers, local community groups and members of the voluntary services council to advise and monitor the station against key performance metrics including community participation and personal development of participants. An Annual General Meeting will also provide an important opportunity for Crest and the station teams to consult and report back on progress against its KPIs and learn from the community first hand whether it is felt that the station is achieving its goals in a satisfactory manner.

Accountability

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

Accountability is very important to Crest Radio as our organization needs to determine that it is providing genuine and valued support to our community on a regular, on-going basis.

A complaints and feedback section will be prominently displayed on the home page of the website and Crest Radio will pledge to respond to each and every message received on this section of the website. All feedback will form part of the monthly Community Panel meetings where the comments will be discussed and station management will be asked to respond publicly on the webpage and to the individual who has made the comment/complaint or suggestion. Any editorial decisions taken or actions taken in response to feedback will be published online and also broadcast on-air.

Crest Radio is expected to be made available in the many public spaces which Crest operates in and a suggestion/comments box will be made available in all these locations. Crest vehicles will also be eventually branded with Crest Radio station information and a "Tell Us What You Think" contact number or URL.

Our community will also have the opportunity to influence the station's operation and output through volunteering and being part of the team producing and presenting programmes. For example, organisations and enthusiasts with connections to music clubs and communities of musical interest will be invited to be part of the station to ensure that the output of the station reflects the musical tastes of our area.

The station's Annual General Meeting and membership of the Community Panel will be publicised on the station and to non-listeners via social media channels and partners such as Conwy Voluntary Services Council. Questionnaires, surveys and feedback will help gauge opinion on how well the station is serving the community and we will report on our annual priorities and subsequently how well we did at meeting these objectives.

As a charitable organization utilizing public funding, donations and grant funding, Crest is accountable to independent Trustees and to the Charities Commission. Annual reports on the company's progress against key measures of success including that of Crest Radio will be available for on-going scrutiny.

- 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.**

On a day-to-basis, the station will welcome community and listener feedback via the many touchpoints outlined earlier in this application, such as telephone, text, what's app and social media platforms. Community forums on an especially built station website will provide listeners and the community at large to have their say on local issues and what they would like to hear or done differently on their community station.

Again, our ability to respond to suggestions and criticisms will be a crucial part of engaging with the community and building bonds with listeners. Therefore, any suggestions and criticisms received will be responded to on a personal basis and these will be presented to the monthly station management meeting for discussion and action. We will always respond back to the members of the community who have taken the time to get in touch and keep them informed of our next steps.

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

1 LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
CREST RADIO	<p><i>CREST RADIO is a radio service intended to serve</i></p> <p>All individuals aged 15+ principally in the communities of Mochdre, Llandudno Junction, Conwy, Deganwy and Llandudno. This includes the wards of Tudno, Mostyn, Gogarth, Craig-y-Don, Conwy, Marl and Mochdre but will not exclude listeners or visitors elsewhere in Conwy County who wish to participate and engage in the service.</p> <p>Crest Radio will inform, engage and entertain, with a strong emphasis on social action programming and content to improve the lives of local people. It will</p>	Minimum of 5 hours of locally produced programming per day	LLANDUDNO AND BETWS-Y-COED SSDAB

	<p>provide a voice to local third sector organisations and promote wellbeing and self-advancement through the promotion of volunteering.</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"> ● <i>the facilitation of discussion and the expression of opinion,</i> ● <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> ● <i>the better understanding of the particular community and the strengthening of links within it.</i> <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).

Lindsay Bowes (Compliance/Administration Manager) and Rod Williams (Managing Director) received compliance training from external partners Bayside Radio in June 2022 and will receive on-going refresher sessions ahead of the service launch under an Ofcom operational licence. Bayside will help provide training sessions to all station participants and volunteers ahead of broadcasts and will log and certify that all regulatory codes are fully understood by participants and will be adhered to at all times.

Compliance training included the Ofcom broadcasting code, BCAP Code and regulations around on-air competitions and on-air callers. Operational matters such as the audio logging of all station output including backup and contingency planning were also covered in depth along with the requirement to ensure that all volunteers and contributors receive compliance training before broadcasting and that adherence is mandated without fail. The importance of certifying and recording details of compliance training was highlighted along with the requirement to keep informed on any possible changes to codes through the subscription of Ofcom newsletters and bulletins.

- 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.

Lindsay Bowes is a highly thought after Manager with many years of experience in organizational compliance and is responsible for the operational architecture of Crest and its adherence with the many regulations and requirements demanded by a large organization working in the charitable sector. Whilst Lindsay does not originate from a radio broadcasting background, she does ensure that teams reporting to her adhere to the highest standards of compliance and governance. With partners including Welsh Government and the local authority holding Crest to account in many areas of organizational operation, compliance, reporting and training is at the heart of Lindsay's role.

In this 'train-the-trainer' scenario, Lindsay has been supported by Bayside Radio's Simon Wynne who will continue to provide on-going support to ensure the success of Crest Community Radio and its adherence to the very highest of operational standards. Simon Wynne is a former Programme Director and commercial radio presenter and familiar with all aspects of current broadcasting standards and regulations. In his former role as Media Portfolio Manager for BBC Radio 1 and Radio 2, Simon Wynne was part of the team responsible for the implementation of the BBC's Marketing Compliance Policy across BBC Radio and very mindful of the importance of standards for maintaining trust with audiences and the integrity of the corporation. He was a regular presenter on the BBC's Upfront course for new starters and was one of the trainers implementing BBC Editorial Standards in Salford during 2016/2017. Editorial compliance, training and direction of presenters were an integral part of his role at Independent Radio Group as Programme Director for Manchester's Lite AM and Warrington's Wire FM.

- 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.

Daytime Supervisor: Ensures that all output is fully compliant at all times and performs further compliance training, monitoring and remedial action where necessary. A point of contact for daytime presenter queries and questions relating to Ofcom codes and how they relate to and impact on programme content. Directly responsible to Compliance Manager.

Night Supervisor: Ensures that all output is fully compliant at all times and performs further compliance training, monitoring and remedial action where necessary. A point of contact for evening/night presenter queries and questions relating to Ofcom codes and how they relate to and impact on programme content. Directly responsible to Compliance Manager.

Weekend Supervisor: Ensures that all output is fully compliant at all times and performs further compliance training, monitoring and remedial action where necessary. A point of contact for weekend presenter queries and questions relating to Ofcom codes and how they relate to and impact on programme content. Directly responsible to Compliance Manager.

Compliance Manager: Responsible for adherence to all Ofcom rules and codes. Requires frequent input and reporting from Programme Supervisors to ensure all procedures, processes and programme logging is being followed at all times. Ultimately responsible for the training of all station personnel and the certification of all training undertaken. Responsible for updating processes in line with changes in broadcasting rules and regulations and for undertaking spot checks to ensure that any required changes are been executed and adhered to.

Station Manager (Managing Director): To ensure that Compliance Manager continues to exercise the highest standards of editorial compliance and that all systems and processes are being adhered to. Compliance Manager will refer up to Station Manager on matters of clarification and if necessary, refer directly to advisers at Bayside Radio or Ofcom directly.

- 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.

Compliance training will be provided to all presenters, volunteers and contributors to Crest Radio regardless of whether the individual in question will be on-air. Many volunteers compile content which is published via the website and on social media. Presenters often pick-up this content from the station pages and it is vital that teams understand what standards are expected of them. In the current scenario we will undertake training for all presenters and volunteers in the form of a series of online video conference sessions which will reiterate all the standards expected from Ofcom and the codes in detail.

Specifically, there will be training on:

Licence conditions. What Crest is setting out to do and our programme commitments to the community and listeners as an important source of local information.

Broadcasting Codes. All the sections including those on cross promotion and on-demand services.

Advertising Rules (BCAP). Including guidance on what constitutes editorial support and what constitutes advertising and potential breaches by 'over enthusiastic' presenters. We will cover these regulations as a matter of course for the avoidance of doubt.

Teams will be tested on various scenarios to ensure understanding and we will adopt a very simple edict - 'if in doubt, leave it out'. All the expected standards and codes will be compiled into a presenter and volunteer manual which each will read and acknowledge accordingly. Anyone who was not read or signed receipt of said document will not be permitted to present, produce or contribute.

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.

All volunteers and contributors will receive full training regardless of whether they are broadcasting or not. We wish to see that all content whether it is on the station website or on social media meets our high standards. This will be mandatory.

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.

We will exercise the highest standards from presenters and contributors. They will be very much aware of what is expected of them in terms of editorial standards through regular training, newsletters and dialogue. We will ensure that there will be no room for complacency as the station launches as a community service. Output supervisors will under-go in-depth training so they are available to give informed advice and direction. Support will be provided around the clock and via telephone too. All output will be recorded as per Ofcom operational requirements. Online video training will be provided on the company portal, reinforced by presenter manuals (presenter bible) highlighting all the required information and a reiteration of broadcasting codes and rules.

Within the presenter manuals there will be rules to ensure that the risk of inappropriate content does not broadcast live on-air. This would include presenters briefing guests ahead of broadcast on what would not be acceptable such as swearing, libelous conversation and issues of taste and decency. Presenters would also receive training on how to handle an unforeseen situation in a live environment, such as immediately stopping an interview that may contain swearing or offensive material, what to say on-air immediately following and referring the incident up to the supervisor and Compliance Manager to determine next steps and required actions.

Presenter 'snoop' sessions will be regularly undertaken with an intensive series of reviews in the first few weeks of broadcast.

Only Programme Supervisors will be permitted to add new material or music for playout to ensure there are no issues with the content broadcast.

No telephone or written competitions will be permitted without the sign-off and approval from the Compliance Manager.

There will be presenter briefings and team meetings diarised to share learnings, issues and best practice.

A fail-safe system and back up will be in place to ensure that all recordings of output are captured and kept for the statutory period.

- 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 pre-recorded content will be monitored and previewed by supervisors and music uploads to the playout system will be checked for profanity and other issues relating to taste, decency and violence in song lyrics. We are not envisaging accessing streamed content from any other provider but in the exceptional case that we may need to do this, then we will insist on written confirmation that there is a compliance process in place and the content is editorially sound. National news content is expected to be provided by trusted providers either Sky or Radio News Hub. We are aware that these providers have their own rigorous processes to ensure any output provided to third party broadcasters meet the highest editorial standards and is fully compliant.

- 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.

Crest Community Radio will set out its aims to Ofcom, to the Charities Commission and to the community on the station's own website. Hard metrics will be included so that a clear measure of delivered success can be gauged against objectives and reported back on. As the station evolves and begins to deliver, the website will be updated so the community is made aware of Crest's progress, with comment and feedback facilitated on the pages.

Station management and the wider Crest management team will meet monthly to discuss station progress against objectives, to determine the forthcoming on-air priorities and how these will link in with key licence commitments. The output supervisors along with the presentation teams, will determine how the programme priorities will be editorially presented whether through interviews, debate, programme features, community outreach or a mix of many different approaches. The station management team will present back on how the projects and programme priorities have delivered. The results will then be discussed to ensure learnings and future ideas are captured and acted upon. As on-air programming is presented, clips and 'catch-up' content will also be made available via the website to showcase the station's commitments to the community and for local people to hear and benefit from live content they may have missed out on.

- 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.

Training and supporting volunteering as well as providing outreach projects with groups in the third sector and in education will be a crucial part of Crest Radio. We will commit to publishing measurable targets in relation to these activities on our website in conjunction with Conwy Voluntary Services Council. CVSC are our partners and help the organisation promote volunteering for the benefit of all in our community. Crest has a full time Volunteer Co-Ordinator who monitors and manages volunteering across the organisation and who determines full and complete training programmes in conjunction with the objectives of each individual whether it be for recreational purposes or to gain employment or transferable skills. The Volunteer Coordinator will be a key member of Station Management and will update the team at least monthly on progress against the station's key commitments, reporting into CVSC and publishing data and findings to the wider community via third parties and the Crest/Crest Radio websites. The Volunteer Co-Ordinator and Management Team will also be determining outreach and educational initiatives linking Crest Radio and the wider Crest organization together and publishing insight and learnings accordingly.

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

English and Welsh

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.**

Two members of the team are fluent in Welsh and Bayside Radio has offered additional support from its Welsh speaking programme team and Welsh compliance team if required in the case of absence or holiday.

Five members of the team are fluent in English and again extra support and advice is being made available from the team at Bayside Radio should it be required.

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

individuals and/or bodies corporate with substantial involvement in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

ROD WILLIAMS

Date of application:

14th August 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