
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):

Rutland and Stamford Sound Community Interest Company

Proposed service name:

Rutland and Stamford Sound

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

Rutland and Stamford ssDAB

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

Company name: Rutland and Stamford Sound Community Interest Company

Company address: 65 Dean's Street, Oakham, LE15 6AF

Contact name: Stuart Moore

Email: stuart.moore@rutlandandstamfordsound.co.uk

Telephone: 01780 411099

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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):

Rutland and Stamford Sound Community Interest Company

2.2 Company registration number stated on Companies House:

13100133

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:

65 Dean's Street, Oakham, LE15 6AF

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

Yes/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	Stuart Ian Moore
Job title	Director, Rutland and Stamford Sound Community Interest Company
Address	Chapel House, Pickworth, STAMFORD, PE94DJ
Telephone	01780 411099
Mobile phone	07795 431387
Email	stuart.moore@rutlandandstamfordsound.co.uk

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

<https://rutlandandstamfordsound.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.

Rutland and Stamford Sound launched as an online community radio station in March 2021 and is slowly building revenue from advertising and programme sponsorship, attracting approximately £18,000 from local businesses in the first ten months as an online station.

The launch of the online station was supported by a one-off grant of £30,000 from the local authority (Rutland County Council). During 2021 we were successful in attracting additional grants totalling £17,000 from the National Lottery, the Leicestershire and Rutland Community Foundation, the Arnold Clark Foundation and Stamford Town Council.

Going forward we aim to cover most of the fixed running costs with advertising and sponsorship income, and to seek grant funding for project and development expenditure. If Rutland and Stamford Sound is able to add a DAB service, we expect the higher profile and increased listener numbers to provide a significant boost to advertising revenue. In addition to grant funding, we will also seek to build the level of other income streams, such as listener donations and income from fundraising events, to ensure compliance with the limits on advertising revenue applicable to holders of community radio licences.

Rutland and Stamford Sound benefits from significant volunteer inputs. As at the end of December 2021, over 7,000 volunteer hours had been provided by members of the local community, including Board members and presenters.

We do not receive any funding of a political or religious nature.

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
Mary Hardwick	65 Deans Street, Oakham, England, LE15 6AF	UK	Founder & Director of Inspire2tri CIC (a not-for-profit business supporting fitness and rehabilitation) Director, Leicestershire & Rutland Sport	none
David Lewis	65 Deans Street, Oakham,	UK	Director of Cuzco Business Services Limited	none

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

	England, LE15 6AF		(accountancy services business)	
Heather Sharpe	65 Deans Street, Oakham, England, LE15 6AF	UK	Director of Thorokleen Trustees Ltd (Em- ployee Ownership Trust)	none
Stuart Moore	65 Deans Street, Oakham, England, LE15 6AF	UK	none	Pilot at Jet2 PLC

- 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% partici- pant (existing and pro- posed)	Number of shares	Total invest- ment (£s)	Total invest- ment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				

- 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	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	N/A	N/A

Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A	N/A	N/A

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

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

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

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

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

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

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

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

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

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement

A local authority	Yes	The applicant (Rutland and Stamford Sound CIC) was originally set up with the support of the local authority. During August 2020 Rutland County Council initiated a project to investigate the feasibility of establishing a community radio station. In February 2021 the balance of the Council's project budget (£30,000) was transferred to the applicant in the form of a grant and the individual employed by Rutland County Council as Project Manager became an employee of the applicant. The applicant is now totally independent of Rutland County Council. The local authority has no involvement in the management, operation or governance of Rutland and Stamford Sound.
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

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.

Details of applications, licences and sanctions

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

Yes / No (delete as appropriate).

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

Licence number	Name of multiplex
N/A	N/A

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

Yes / No (delete as appropriate).

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

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

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

Yes / 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
1997 to 2020	AL100877	Rutland Radio - the applicant's Station Manager (Robert Persani) was employed by Rutland Radio from 1997 to 2020.

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

Yes / No (delete as appropriate).

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

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

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”)?

Yes / No (delete as appropriate).

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

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

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

Yes / No (delete as appropriate).

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

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

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

Yes / No (delete as appropriate).

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

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

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

Yes / No (delete as appropriate).

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

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

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

Yes / No (delete as appropriate).

If yes, please provide the following details:

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

- 2.26 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails

without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we do consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

3. The proposed service

About this section

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

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

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

Your proposed service and target community

3.1 What is the proposed service name?

Rutland and Stamford Sound

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.

Rutland and Stamford

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.

Rutland and Stamford Sound is based in Stamford, within the advertised area for the Rutland and Stamford small-scale multiplex service. All presenters currently broadcast from home. Having launched as an online station during the Covid pandemic it was appropriate to adopt a working from home model. This approach is cost effective and is consistent with minimising the station's carbon footprint.

- 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.**

The target community is the people living in the county of Rutland, the town of Stamford and the surrounding villages.

The area has three main towns: Stamford, Uppingham and Oakham, plus a large number of villages. Outside the towns it is a largely rural area, with interests aligned accordingly: farming, nature, wildlife, local events, schooling, and entertainment.

While our target community is the whole population of the area we serve, during the Covid pandemic it became apparent that our service is particularly valued by people who live alone and by people with limited mobility.

The area covered by the target community is a close match for the area covered by the Rutland and Stamford ssDAB multiplex. The population of this area is around 65,000. There are currently no licenced community radio stations operating within the Rutland and Stamford area.

- 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.**

The applicant is a community interest company, limited by guarantee. This legal structure ensures that no dividends will be paid to shareholders. If the company makes a profit, it will be reinvested in the community radio station. The Articles of Association state that the company's objects are to carry on activities which benefit the community and, in particular, to operate a community radio station to benefit the residents of Rutland, Stamford and the surrounding area. The Articles of Association also include asset lock provisions, including a requirement that, in the event of the company being wound up, any remaining assets will be transferred to a charity which benefits the local community.

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.**

The aim of Rutland and Stamford Sound is to increase wellbeing across the local community by making people feel more connected with their local area.

The existing online service features interviews with local community organisations, charities and schools, on a daily basis, providing a platform for them to promote their activities. Local news is broadcast every hour.

Not-for-profit organisations are provided with free listings in the online events guide and free shout outs on-air. All presenters are encouraged to talk about local events and local matters. Feedback from community organisations is that publicity provided to them by Rutland and Stamford Sound has provided a real boost to attendances at events and to fundraising initiatives.

We have strong links with a large range of community organisations, helping them to raise awareness of their activities and fundraising events. For example, we work closely with Citizens Advice, providing on-air support to initiatives such as Stop Smoking Day and how to access support to help reduce the impact of fuel poverty. Another of our key partners is the Stamford Anti-Racism Group. We have provided the group with extensive on-air publicity to support a number of their initiatives, including Stamford's inaugural Diversity Festival in 2021.

We also work closely with local authorities and other public bodies, regularly carrying interviews with their representatives and providing information on matters such as the local Covid vaccination programme, temporary closures of local facilities, etc.

During 2021 we regularly received feedback from listeners that Rutland and Stamford Sound helped them overcome feelings of isolation caused by the Covid pandemic. During July, we conducted a listener survey. Of those who responded to the relevant question, 92% said that listening to Rutland and Stamford Sound boosted their mood and made them feel more positive.

As well as providing affordable advertising for local businesses, we have joined with local groups to promote "return to the high street" initiatives.

We have established links with local schools and provide up to date information on school closures and school events.

In December 2021 the work of Rutland and Stamford Sound was formally recognised when the Queen's representative in Rutland, the Lord-Lieutenant, invited our Station Manager to Westminster Abbey, to attend a carol service "celebrating the incredible work of individuals and organisations who stepped up to support their communities through the pandemic". We received a similar accolade from Stamford Town Council, with an invitation to a reception which recognised the work of organisations which had played a key role in supporting the local community during the pandemic.

If we are able to add a DAB service, this will enable Rutland and Stamford Sound to reach a larger audience and to increase the number of people benefitting from the social gain we are seeking to deliver in partnership with other community organisations.

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

We regularly carry interviews with elected representatives and other local people on matters of public interest, for example proposed housing developments, proposed council tax increases, and local authority initiatives to combat climate change.

Listeners are encouraged to share their views via social media and by messaging the studio via the website or using our mobile phone apps.

We encourage listeners, local businesses and volunteer news reporters to submit local news stories for inclusion in the on-air local news which is broadcast every hour as part of the daytime schedule. Listeners are able to submit voice clips via our mobile phone app.

- 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.

We have run a number of adverts for local people to join our team of presenters and this has led to new presenters coming on board. As we do not have a conventional studio, all presenters currently broadcast from home. Training is provided on a one-to-one basis by the Station Manager and, where necessary, equipment is loaned to the volunteer presenters.

In 2021, we provided a work placement to a media student, during their summer vacation. Going forward one of our priority areas for development is to provide more opportunities for young people, particularly those interested in a career in the media. We are confident this can be achieved without a conventional radio studio. The local Citizens Advice Bureau has offered us use of a space which could be used for training purposes.

We are currently seeking funding for a paid volunteer co-ordinator. Filling this position will enable us to bring more structure to the process for recruiting and training volunteers, and for ensuring that all volunteers remain fully engaged and motivated.

- 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.

Prior to the launch of Rutland and Stamford Sound as an online station, we conducted a public survey which attracted over 1,100 responses. The survey helped to shape the content we offer, as well as being the basis for determining the station's name. This was followed by a second, wide ranging listener survey in the summer of 2021. Going forward, we intend to conduct regular surveys of the local community to help understand current issues, needs and priorities.

Social media is also an effective method for engaging with the local community. We have over 4,000 followers across social media and we regularly receive comments relating to content and listener expectations.

We are also planning to put in place a team of community ambassadors and volunteer news reporters who will engage with local people and businesses, to provide a highly visible and personal interface between our service and the community, as well as being a source of local news stories.

- 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.**

The Station Manager has over twenty years' experience working in local radio in Rutland and Stamford (with Rutland Radio). During this time, he was visible at public events and built up very strong links with local community organisations, schools and public bodies. As soon as Rutland and Stamford Sound launched as an online station, we were approached by a wide range of organisations who were keen to be involved. This was largely based on the Station Manager's reputation as a community champion.

The management team of Rutland and Stamford Sound CIC are all members of the local community, motivated to join the project by a desire to help establish a local community station which increases wellbeing across the local area. Across the management team there is a wealth of experience in business and also strong connections with not-for-profit organisations in the Rutland and Stamford area. Profiles of the management team are published on the Rutland and Stamford Sound website.

During our initial period of operation as an online station, Rutland and Stamford Sound has developed a strong reputation for working effectively with partners across the local community to deliver social gain.

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.**

With the exception of the Station Manager, all roles are performed by volunteers from the local community. This covers presenting, production, marketing, finance and administration, community engagement, fundraising and website support. We recognise that the success of the station relies upon having input from a pool of motivated and talented volunteers. Volunteers are provided with appropriate training and are required to sign a volunteer agreement. A Volunteer Handbook sets out the policies and procedures which volunteers are expected to follow.

We advertise opportunities to participate:

- On air
- Via social media
- Via the Rutland and Stamford Sound website
- Via any Rutland and Stamford Sound survey
- Via volunteering websites operated by third parties
- Face to face at local events (as Covid rules allow)

We are keen to create opportunities for people to contribute their skills and experiences, at the same time as helping individual volunteers to build new skills.

As noted at section 3.9, we are currently seeking funding for a paid volunteer co-ordinator, reflecting the fact that broadening our volunteer base is a key priority. The volunteer co-ordinator will help to recruit and manage volunteers across all areas of the station's operations

Accountability

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

We actively encourage our listeners to contact the presenters by messaging the studio via the website or using our mobile phone apps. Members of the local community are also able to contribute their views using Facebook, Twitter and Instagram.

Prior to launch of our online station in March 2021, we invited representatives from all town and parish councils across the Rutland and Stamford area to attend presentations on the new community radio station serving their area and we invited feedback on our operations. We continue to provide presentations to community organisations as part of a two-way communication process.

We will continue to conduct surveys which are open to both listeners and non-listeners. The surveys ask for suggestions on how we can improve the service provided.

The most consistent feedback we receive on how we could improve our operation is that people would like a DAB or FM service, as well as the online offering. In the survey conducted in the summer of 2021 over 80% of those responding stated that being on either FM or DAB would enhance their listening experience.

- 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 welcome any suggestions on how to improve our service. Presenters are advised to inform the Station Manager of any suggestions or criticisms. The Station Manager will escalate any significant matters to the Board members.

Any complaints will be taken very seriously and discussed by the Board members, who are in regular contact and meet every month. Feedback is given to contributors, wherever appropriate.

The Station Manager has immediate access to the Chair of the Board to discuss any complaint where there is a risk of serious consequences, for example safeguarding or compliance matters.

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
RUTLAND AND STAMFORD SOUND	<p><i>RUTLAND AND STAMFORD SOUND is a radio service intended to serve THE LOCAL COMMUNITY, BUSINESSES AND ORGANISATIONS in THE RUTLAND AND STAMFORD AREA by</i></p> <p>BROADCASTING A FULL SERVICE RADIO STATION FOR THE COMMUNITIES OF RUTLAND AND STAMFORD, WITH LOCAL INFORMATION, A BROAD RANGE OF MUSIC AND DAILY LOCAL NEWS, AT LEAST AT BREAKFAST TIME.</p>	Seven days a week. 24 hours a day.	Rutland and Stamford ssDAB

	<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).

The Station Manager is responsible for compliance. The Station Manager has over 20 years' experience working for a licenced broadcast service and regularly received compliance training during that period. The Station Manager continues to keep abreast of changes in the relevant codes.

- 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.

The Station Manager, Robert Persani, is responsible for compliance. He worked for Rutland Radio from 1997 to 2020. He has considerable experience in writing news scripts, conducting on-air interviews and making decisions on matters of judgement relating to the relevant codes and rules.

Rutland and Stamford Sound has been operating as an online service since March 2021. During that time, we have required all presenters to comply with Ofcom Broadcasting code.

- 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.

The Station Manager is responsible for ensuring that all presenters receive appropriate compliance training, and for ensuring that all the station's content complies with the relevant regulatory codes.

The Station Manager is the first point of contact for Ofcom or the public in relation to any compliance matters or complaints.

The station has a number of volunteers who have experience working for licenced broadcast services. As and when we plan to report on any news stories of a sensitive or potentially controversial nature, the Station Manager will ensure that the script is peer reviewed by one of the volunteers with the appropriate experience.

The Board of Rutland and Stamford Sound has ultimate responsibility for ensuring compliance with all regulatory and compliance matters. The Station Manager has immediate access to the Chair of the Board and other Board members, in order to discuss any compliance matters that require urgent attention.

- 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.

Rutland and Stamford Sound has been broadcasting as an online station since March 2021. Prior to launch, all presenters and producers were provided with training on compliance matters.

All new presenters are provided with compliance training by the Station Manager. New presenters are carefully monitored through their initial period of broadcasting and presenters with little experience are mentored by a more experienced presenter.

All volunteers are required to sign a volunteer agreement. For volunteers involved in presenting or producing, the agreement requires the volunteer to confirm that they will comply with the Ofcom Broadcasting code.

If we are granted an Ofcom licence, all presenters, the Board of Directors and other key volunteers will be provided with refresher training, prior to Rutland and Stamford Sound commencing as a licensed Ofcom service.

The Station Manager will be responsible for ensuring that refresher training continues to be provided on a regular basis.

- 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.

The training will be mandatory for all volunteers involved in presenting and producing, for the Board of Directors and for any paid members of staff. The Station Manager will determine the extent to which training is appropriate for volunteers performing back office support functions.

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.

During training, the Station Manager makes it clear to all presenters that they must ensure that the content provided by both themselves and any guests is compliant with Ofcom's Broadcasting Code.

New presenters are typically required to build experience by delivering pre-recorded content before moving on to presenting live. Similarly, new presenters will not interview guests live on-air until they have built experience by conducting pre-recorded interviews.

All presenters are encouraged to ask questions if they are not certain on how to approach a subject or an interview. All presenters and other volunteers understand the importance of escalating any areas of concern to the Station Manager, for example if they believe that there is potentially a risk of breaching Ofcom's Broadcasting Code, or any other regulatory requirement.

- 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.

The Station Manager is responsible for all programme scheduling. The majority of the station's pre-recorded material is produced by Rutland and Stamford Sound's own volunteer presenters, who have been through the training procedures outlined above. We expect that this will continue to be the case.

When new presenters come on board, their output is closely monitored by the Station Manager. Presenters who do not have previous experience are provided with extensive training, with an emphasis on compliance requirements. Rutland and Stamford Sound has a number of very experienced volunteer presenters who are able to provide mentoring to less experienced presenters.

Any content from third party sources is reviewed prior to broadcast. The Station Manager conducts due diligence on third party providers. As part of the due diligence, the risk of any compliance incidents will be assessed.

- 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.

All existing presenters will be informed of the Key Commitments. For new presenters, explaining the Key Commitments will form part of induction training.

The Station Manager will be responsible for ensuring compliance with the Key Commitments as part of his responsibilities for the day-to-day management of the station's operations.

The Board of Directors of the applicant will provide oversight and support to the Station Manager. On an annual basis the Board will formally review the station's compliance with its Key Commitments. The conclusion of this review will be published as part of the applicant's regulatory reporting as a Community Interest Company.

- 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.

The off-air social gain activities will primarily relate to involving local people in all aspects of our operations, and through developing strong links with community groups and education establishments. We recognise that these off-air activities are vital to the long-term success of Rutland and Stamford Sound. While the Station Manager will have overall responsibility for delivering on all aspects of the Key Commitments, we are currently seeking funding for a Volunteer Co-ordinator who will support the Station Manager in expanding our off-air social gain activities,

As with all of the Key Commitments, the Board of Directors will provide oversight and support to the Station Manager, with an emphasis on ensuring that Rutland and Stamford Sound continues to be recognised as being at the heart of the community we serve.

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

English

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

Please do not give names of individual members of staff.

All of the staff and volunteers involved in compliance matters are fluent in English.

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:

STUART IAN MOORE

Date of application:

28 February 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](#)