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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

Station House Media Unit

Proposed service name:

shmuFM

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)

North Aberdeen (DS104596)

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

Murray Dawson

Station House Media Unit, Station Road, Woodside, Aberdeen AB24 2WB

01224 515013

murray.dawson@shmu.org.uk

**Publication date:** 1 June 2021

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# 1. Overview

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

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

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

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

## Provision of information

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

## Publication of information about applications and licensed services

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

## Data protection

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

## Keeping up to date with broadcasting matters

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

## 2. Applicant's details

### About this section

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

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

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

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

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

Station House Media Unit

2.2 Company registration number stated on Companies House:

SC332413

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:

Station House, Station Road, Woodside, Aberdeen AB24 2WB.

C-DSP licence: Application form (Part A)

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

Yes

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	Murray Dawson
Job title	CEO
Address	Station House Media Unit, Station Road, Woodside Aberdeen AB24 2WB
Telephone	01224 515013
Mobile phone	07884 392357
Email	murray.dawson@shmu.org.uk

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

www.shmu.org.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.

Our community radio station has been operating sustainably since it launched in 2007. The station operates as a discreet project within the wider Station House Media Unit organisation, with average operating costs of approximately £50,000 per year.

This income is secured through grant funding secured through the Fairer Aberdeen Fund, which includes a grant to support the operation and training programmes costs, and a separate grant to support the provision of a community news desk.

Overheads and equipment costs are provided by the wider organisation which benefits from access to the radio studios and staff team to deliver employability programmes.

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

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

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Jillian Evans	3 South Row, Catterline, Stonehaven, Aberdeenshire AB39 2UL	UK	None	Head of Health Intelligence, NHS
George Adam	4 Hilton Road, Aberdeen AB24 4HS	UK	Celebrate Aberdeen Ltd - organisation set up to celebrate Aberdeen's Third Sector with a Parade, a weekend of music and the Celebrate Aberdeen Awards ceremony.	Duty Manager at Aberdeen Arts Centre.
Jennifer Scott	141 Midstocket Road, Aberdeen AB15 5LY	UK	None	Digital Development Manager, Opportunity North East

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

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Abeer Eladany	12E Printfield Walk AB24 4AU	UK	Sound Scotland Board - music based initiative encouraging new music creation and discovery	Curatorial Assistant, Aberdeen University
Simon McLean	43 Oscar Road, Oscar Road, Aberdeen, Scotland, AB11 8ES	UK	None	None
Sinclair Laing	44 Papermill Avenue, Tillydrone, AB24 2PB	UK	None	Climate & Environmental Policy Manager, Aberdeen City Council
Judith Thorpe	43 Hamilton Place, Aberdeen, AB15 4AX	UK	None	Director of TMM Recruitment

**Note**

Station House Media Unit (shmu) operates as a Charitable Company Limited by Guarantee, governed by its Board of Trustees who are listed above, supported by the Chief Executive who acts as the Company Secretary.

Our members do not hold shares or invest financially in the organisation.

All Trustees have an equal vote – with the Chair having a casting vote if/as required.

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

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				

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.)



**C-DSP licence: Application form (Part A)**

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

**Details of persons who control the applicant**

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

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

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

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

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

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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				

**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	Sinclair Laing, Aberdeen City Council, Employee
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

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

## 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**

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

Licence number	Name of multiplex
CR000028	shmuFM Community Radio Station

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

**Yes**

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

Licence number	Name of service or multiplex
CR000028	shmuFM Community Radio Station

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

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

C-DSP licence: Application form (Part A)

**Yes**

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
20/10/07 - present	CR000028	shmuFM Community Radio Station

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

**Yes**

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

Licence number	Name of service or multiplex
CR000028	shmuFM Community Radio Station

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

**No**

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

Licence number	Name of service or multiplex
N/A	

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

**No**

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

Licence number	Name of service or multiplex
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?

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**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
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?

**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
N/A				

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
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
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## 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?

shmuFM

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.

North Aberdeen (DS104596)

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

Station House Media Unit, Station Road, Woodside, Aberdeen AB24 2WB

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

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- 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.

shmuFM - CR000028

- 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.**

This application aims to secure a licence to simulcast our existing FM Community Radio service (shmuFM) on the new North Aberdeen DAB service, which provides a signal over part of the same geographic area (North Aberdeen).

The North Aberdeen area of the city covers a large area from suburban areas bordering Aberdeenshire to more populated urban housing estates, which are distinct neighbourhood areas each with their own sense of identity. The area also retains multiple areas of green space including local allotments, several parks and Aberdeen beach.

Although a thriving city, analysis from the Scottish Index of Multiple Deprivation (SIMD), shows that many of the communities in North & Central Aberdeen (the area covered by the North Aberdeen DAB service) have been identified as priority neighbourhoods. That means they need additional support to benefit from the same opportunities to thrive and succeed as other neighbourhoods within the city. These priority neighbourhoods include: Heathryfold, Middlefield, Northfield, Cummings Park, Mastrick, Tillydrone, Seaton, and Woodside – the community where the applicant Station House Media Unit (shmu) has its HQ, and which are the focus for the organisation's Community Radio licenced service shmuFM.

- 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.**

Station House Media Unit is a not-for-profit company limited by guarantee and holds the community radio licence for the service shmuFM (CR00028). We intend to simulcast this service as one of the C-DSP's on the North Aberdeen multiplex. This not-for-profit service has been successfully broadcasting since 2007 and is funded in the main from grants secured to provide training to individuals (adults and young people) who live in the regeneration areas of Aberdeen (0-20% SIMD). Funding is also secured to support residents to have a voice, to tackle negative stereotypes, and to celebrate their communities.

In terms of the wider organisation, with a turnover of just under £1.5m in 2021-22 and a staff team of over 30 FTE, shmu has a proven track record of securing, successfully managing and delivering programmes, service level agreements, contracts and grant-funded initiatives.

Working predominantly in Aberdeen's seven regeneration areas, the organisation supports residents in a range of creative programmes including radio broadcasting, film education and production, traditional and online publications, music production and digital inclusion. In addition, the organisation supports disadvantaged communities of interest, including an employability and training arm, and a programme for offenders in HMP & YOI Grampian.

Our C-DSP service will simulcast our FM community radio service, which is managed as a discrete project, both operationally and in financial terms within the wider organisation. Monthly management accounts are produced and analysed by shmu's Finance Officer and approved by shmu's Chief Executive. All aspects of the service will be subject to scrutiny on a quarterly basis by shmu's Board of Trustees.

All accounts are subject to external scrutiny and audit by Meston Reid, a firm of Chartered Accountants [shmu's external auditor]. In addition, all finances and finance monitoring will be undertaken in strict accordance with OSCR and Companies House requirements/regulations, alongside any additional conditions set out by any contracted provision or external funder.

## 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 service, which will be a simulcast of our shmuFM community radio service, providing a range of community benefits for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- The facilitation of discussion and the expression of opinion.
- The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service.
- The better understanding of the target community and the strengthening of links within it.

As a community media organisation, we recognise that content is key for shmuFM to be engaging, informative and relevant. There is a strong desire from residents for more grassroots community media production to dispel the negative stereotypes of the regeneration areas portrayed in local commercial newspapers and broadcast media. For this to happen, we believe that it is important that effective community led and owned community media platforms, populated by local residents, are supported in order to share the positive events happening in the areas and address the real issues affecting the neighbourhoods they serve.

Through securing continued funding from Fairer Aberdeen Fund to work with people in our target communities, we will continue to support those who live in the regeneration areas of Aberdeen. shmuFM will continue to develop and deliver skills-based training and employability support to the participants of the station. We will also offer development sessions for established presenters to work on improving their shows; these sessions encourage collaborative working and mentoring between volunteers alongside a programme of skills development.

The station is a versatile platform that caters to the various needs of the individuals, communities and/or organisations it serves. People get involved with the radio station for a variety of reasons: some use shmuFM as a steppingstone to training, education or employment, and others use it as an opportunity to become more involved in their community. The radio station can support participants to develop new transferable skills and build confidence. By showcasing the positive stories from the community, this helps increase community spirit. Participants have also become more motivated to improve their community and make it a better place to live and work.

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

shmuFM is for the people of Aberdeen, and particularly those living in Cummings Park, Middlefield, Northfield, Seaton, Tillydrone, Torry and Woodside. It provides a voice for the disenfranchised, and supports and encourages individuals, groups and partner agencies to actively participate in the production and presentation of programmes. It celebrates the diversity of the target communities and encourages views and opinions on local issues of concern.

Our community station provides opportunities to tackle social and digital isolation, challenge stereotypes associated with vulnerable and disadvantaged individuals and communities, and provide comprehensive information on services and organisations providing support, such as financial, assistance with recovery, crisis support, and mental health & wellbeing.

As part of our regular schedule, 6 weekly hour-long programmes, representing key issues and news from the regeneration areas, are supported, produced and broadcast by members of the local communities.

Evidence we have gathered from listeners has shown that members of the target communities feel the programmes presented on shmuFM are informative, interesting, engaging and reflect the interests of those living within the communities we serve. They particularly like the fact that it is clearly the voices of local people (neighbours, friends & acquaintances) who present the shows on shmuFM.

- 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.**

Our studios are located in Woodside, in the heart of our target communities and within the licensed coverage area. We returned to our building in May 2019 following a £1.5m redevelopment of our building, including the creation of two new purpose built radio studios, which are fully accessible.

Our current community radio station actively supports local people to be active in the station through volunteering (we currently have over 90 dedicated radio volunteers), with staff supporting volunteers to take part in content development, news gathering, presenting, production, mentoring and marketing.

We address barriers to volunteering and actively encourage participation from all, encouraging equality, diversity and inclusion in our training – this includes ensuring that those with protected characteristics and from communities of interest (especially the disadvantaged and vulnerable) can access training and be adequately represented.

We will continue to build and strengthen partnership working; this takes the form of providing organisations and agencies the opportunity to promote their work by providing us information to read out on air, appearing as guests in the studio or presenting a show every week. There are approximately 290 Community Centres/Projects/Groups who already promote their services and activities on our community radio platform on an annual basis. There are currently 12 active partners who produce and present weekly radio shows on the station.

Local people will continue to be supported to become actively involved in the governance of the station. As a company limited by guarantee with charitable status, we will encourage those involved in our community radio station with the skills and experience required to become trustees for the organisation. In addition, we will also encourage up to 12 volunteers to become involved in the Radio Advisory Group to advise on the day-to-day running of the station.

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

Our community radio station is for the people of Aberdeen, and in particular those living in Cummings Park, Middlefield, Northfield, Seaton, Tillydrone, Torry and Woodside. It provides a voice for the disenfranchised, and supports and encourages individuals, groups and partner agencies to actively participate in the production and presentation of programmes. It celebrates the diversity of the target communities and encourages views and opinions on local issues of concern.

Volunteers include individuals with disabilities, additional support needs, mental health issues, those in recovery, from ethnic minorities communities, those with English as a second language and many other underrepresented groups.

Our service creates a wide range of benefits for individuals and communities, fostering a spirit of engagement and partnership working, developing transferrable skills in participants, and contributing towards increased social capital.

Our service provides opportunities for underrepresented voices to be heard, while developing a range of new skills. The initiative creates an engaging and inclusive process for community members to produce content which accurately reflects their lives, share information with other residents, while holding those in power to account.

- 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.**

Station House Media Unit, established as a charity in 2003, is one of the core cultural organisations in the North East, and is at the forefront of Community Media development in the UK, supporting residents in the seven regeneration areas of the city in radio and video production, traditional and on-line publications, music production and digital inclusion. The organisation also supports other disadvantaged communities, both geographic and communities of interest, with an employability and training arm and a programme for prisoners, both pre and post-release. Successful initiatives have made the organisation a nationally recognised centre of excellence and created models of good practice in: youth work; regeneration; digital inclusion; adult and family literacy and numeracy; community capacity building; personal and community development; employability skills; criminal justice, and the curriculum for excellence.

Our existing media projects combine to create a wide range of benefits for individuals and communities, fostering a spirit of engagement and partnership working, developing transferrable skills in participants and contributing towards increased social capital.

## 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.**

Based on our successful FM community radio model, members of the target communities will be supported to become actively involved in the governance of the station.

Our station will continue to support local people to be active in the station through volunteering (we currently have over 90 dedicated radio volunteers). Staff will support volunteers to take part in content development, news gathering, presenting, production, mentoring and marketing.

As a company limited by guarantee with charitable status, we will ensure that The Board of Directors allows for up to 15 members to act as trustees for the organisation. In addition, we also encourage up to 12 volunteers to become involved in the Radio Advisory Group to advise on the day-to-day running of the station.

## Accountability

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

Having delivered a range of services across our target communities for over 20 years, we have well-established mechanisms for community engagement in each of our target communities. This includes well-developed relationships with community organisations and groups and full engagement and participation in the community planning process, including having representation at all Community Network meetings. This engagement ensures that community members across our target areas are aware of the community radio service, how to make contact with it, and the opportunities available to take part in the service.

As a community media organisation, we also manage a number of community media platforms that we utilise to promote opportunities across our services (including our community radio station), This includes community magazines, which are delivered free through every door across our target areas, community websites for each area, our community TV initiative, and of course our FM community radio station.

As pointed out above members of our target communities are encouraged to take part in all aspects of our community radio service, which includes volunteering, taking part in the Radio Advisory group, and with the potential to become a member of the Board of trustees. Our Radio Advisory Group meets monthly and provides the opportunity for our radio volunteers to discuss areas for improvement, contribute towards planning and priorities and to influence the future direction of the station.

- 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.**

As pointed out above we have well-established mechanisms for community members and community organisations to contribute towards the station, which includes providing suggestions for future programmes, and areas where they would like to see improvements. Listeners are also regularly provided with contact details for the organisation and are invited to share their comments and views about the radio station.

These suggestions and comments are then discussed at an appropriate level, which, depending on the nature of the comment/suggestion, could be between staff, at the Radio Advisory Group meeting, by the organisation's Senior Management team, or occasionally if the matter warrants it, directly with the Board of Trustees.

## 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
shmuFM	<p>shmuFM is a radio service intended to serve North Aberdeen.</p> <p>The North Aberdeen area of the city covers a large area from suburban areas bordering Aberdeenshire to more populated urban housing estates, which are distinct neighbourhood areas each with their own sense of identity. The area also retains multiple areas of green space including local allotments, several parks and Aberdeen beach.</p> <p>Although a thriving city, analysis from the Scottish Index of Multiple Deprivation (SIMD), shows that many of the communities in North &amp; Central Aberdeen (the area covered by the North Aberdeen DAB service) have been identified as priority neighbourhoods. That means they need additional support to benefit</p>	<p>The service will provide original output for a minimum of 12 hours per day.</p> <p>The service will also commit to providing locally produced output for a minimum of 13 hours per day.</p> <p>The type of music broadcast over the course of each week is predominantly mainstream popular music. Specialist</p>	North Aberdeen

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	<p>from the same opportunities to thrive and succeed as other neighbourhoods within the city. These priority neighbourhoods include: Heathryfold, Middlefield, Northfield, Cummings Park, Mastrick, Tillydrone, Seaton, and Woodside.</p> <p>The service will facilitate discussion and the expression of opinion; it will provide education and training to individuals across the target areas; and increase the understanding and celebrate our target communities, while strengthening the links within it.</p>	<p>music programmes, locally produced music and local DJs are also featured.</p> <p>The speech output broadcast over the course of each week has a community and topical focus, including current affairs, and provides a broadcast platform for partner organisations.</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).

Adele Keith, shmuFM Station Manager, has overall responsibility for compliance of the service, and is supported in this role by the organisation's CEO, Murray Dawson.

Adele has worked for the organisation as part of the radio team since the FM service was launched in 2007 and is responsible for the design and delivery of the radio station training programmes.

Adele trained in Radio at North East Scotland College and has subsequently undertaken a series of additional training programme through the organisation. This includes a wide range of programmes and seminars around compliance delivered by the CMA, the BBC, and Ofcom. Alongside our CEO, Adele has also participated in several initiatives that has brought community radio stations together to share good practice, which have also included the development and delivery of compliance training.

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

Our Compliance Officer has been in this role since 2010, overseeing the compliance of our community radio station, shmuFM. She works closely with our CEO to ensure that both are fully up to speed with any changes to the Broadcasting Code and then works with the CEO to implement these changes into our comprehensive training programmes undertaken by our community radio volunteers before they can progress on to broadcasting on the station. They both work closely with any compliance issues that are raised through the station and implement any policy changes that may be required as a result.

- 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.

Overall responsibility for compliance lies with the Compliance Officer, as set out above, who has overall responsibility for overseeing Ofcom regulations and changes, and reporting the need for change to the rest of the team. We also undertake an annual review of our compliance procedures.

Our Compliance Officer is also responsible for the design and delivery of all community radio training, which includes compliance training and Ofcom's Broadcast Code.

All volunteer broadcasters receive training in the Broadcast Code as part of their induction training and regular refresher training. Copies of the codes are given to all broadcasters, and they agree to comply with all relevant rules and, if unsure, to seek guidance from station management.

The Radio Manager is responsible for ensuring that all equipment, including logging and transmission equipment is functioning correctly, and we have audio and IT staff who can support if we require assistance in this area.

We encourage members of our Community Radio staff team to work together and consider potential compliance issues that could occur (making use of the Ofcom Broadcast bulletin) and encourage the team to attend any formal training sessions that may become available (including online training).

- 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.

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We have been delivering compliance training for our volunteers for 16 years and have a well-established training programme to ensure those who go on to broadcast at our station are fully conversant of their responsibilities.

All volunteers involved in broadcasting must attend our broadcast training programme, which forms part of our induction training. All broadcasters receive copies of the Ofcom Broadcast code for their reference, and we cover all areas as part of the training, with particular focus on sections of relevance to our broadcasts. As noted in Q4.3, we have clear policies for broadcasters to identify any potential problem material in advance of broadcast. We additionally encourage monitoring and review of broadcasts and continual development of broadcasters, including recently introduced SQA accredited intermediate and advanced training programmes for existing radio volunteers.

All guests and contributors to programmes are briefed by the presenter or staff team prior to taking part in the programme.

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

Yes, it is 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.

As outlined in Q4.3 & Q4.4 all broadcasters must attend our broadcast training programme before broadcasting. Once mandatory training is complete, new volunteers are then assigned a broadcasting mentor – one of our more experienced volunteer broadcasters – who they shadow for several weeks to build their confidence in the studio. This relationship continues as the new volunteer begins broadcasting their own show, with the mentor available for advice and support as and when required. This mentoring role has recently been formalised, with the opportunity for mentors to undertake accredited training to recognise the role they are playing.

The format outline of all programmes broadcast is approved by the Station Manager prior to approving a new show on the schedule. Any deviation from this will only be permitted after approval and all relevant compliance issues have been reviewed.

- 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.

Any in-house pre-recorded programmes will fall under the same operational policies as outlined in Q4.6 (a) for live programmes, with staff or senior volunteers checking the content of shows prior to broadcast.

The news service used for bulletins and other material is a professional service (currently Independent Radio News and their contractor Sky News) with compliance systems in place that we are satisfied will meet requirements.

- 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.

As a simulcast of our community radio station service (shmuFM), we have deliberately requested that the Key Commitments for the C-DSP service mirror our existing Community Radio service. With 16 years of licenced broadcasting, compliance and reporting experience, we already have robust policies and systems in place.

Ultimate responsibility for compliance with the Key Commitments and reporting on such lies with our CEO, who reports to our Board of Directors, with day-to-day monitoring by the Station Manager and operational management team. We review our Key Commitment delivery annually and monitor progress against targets on an ongoing basis. If there are concerns that these targets are failing to be met, this will be discussed at the Radio Staff Team Meeting and dealt with as an item of urgent business.

- 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.

Ultimate responsibility for compliance with the Key Commitments and reporting on such lies with our CEO, who reports to our Board of Directors, with day-to-day monitoring by the Station Manager and operational management team.

Our approved Key Commitments align exactly with the aims of our wider organisation, including our charity's mission statement and objectives. This means that measuring the impact of our Key Commitments is undertaken across our organisation, with our radio arm contributing significantly towards our organisation achieving its wider aims.

Although we secure grant funding specifically to support the development of our radio station, we also receive grants for other areas of work (e.g. employability) which although not directly funding the radio station, help the arm meet its Key Commitments as the studio is used as part of our employability training programmes.

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

The programming is primarily broadcast in English.

A small minority of broadcasts will be in ethnic minority languages. There is a regular Polish language programme and an occasional 'language café' programme featuring other languages hosted by trained volunteers from the city's minority communities – this is generally within a 'bilingual' presentation style.

- 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.**

**C-DSP licence: Application form (Part A)**

A senior volunteer from the production team of any content in languages other than English is responsible for compliance and will work closely with our Compliance Officer. The number of personnel will vary depending on the quantity of programmes being broadcast at any one time and will be supported by a number of senior volunteers.

## 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:**

**C-DSP licence: Application form (Part A)**

MURRAY DAWSON

**Date of application:**

6<sup>th</sup> December 2023

I am authorised to make this application on behalf of the applicant in my capacity as Company Secretary

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