



# Community Digital Sound Programme (C-DSP) licence)

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## Application form – Part A (public)

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

BBA Media

Proposed service name:

Westside Radio

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

City West Digital – West London

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

Westside Radio  
9 Broadway Buildings, Boston Road, London, W7 3TT  
020 8574 4113  
[info@thisiswestside.com](mailto:info@thisiswestside.com)

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# 1. Overview

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

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

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

## The purpose of this form

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You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.

A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.

A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.

As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.

An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).

You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

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Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body 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.

It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of information about applications and licensed services

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Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.

In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).

Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.

Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

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

## Keeping up to date with broadcasting matters

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

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

## 2. Applicant's details

### About this section

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

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

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

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

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

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

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

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

### Applicant information and contact details

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

BBA Media

2.2 Company registration number stated on Companies House:

5140896

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:

9 Broadway Buildings, Boston Road, Hanwell, W7 3TT

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

Yes

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

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

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

Full name	Amar Chadha
Job title	Trustee
Address	9 Broadway Buildings, Boston Road, Hanwell, W7 3TT
Telephone	07770 512 032
Mobile phone	07770 512 032
Email	amar@thisiswestside.com

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

www.thisiswestside.com

- 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.

Westside Radio holds an existing analogue community radio FM licence.

Our service is typically sustained by ads/sponsorship, training grants, service-level agreements and volunteer time.

We do not receive funding from any political source.

## 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
Amar Chadha	9 Broadway Buildings, Boston Road, Hanwell, W7 3TT	UK	Director or 'Westside Creative Media Ltd' – (media talent agency)	None
Sandeep Palda	9 Broadway Buildings, Boston Road, Hanwell, W7 3TT	UK	Director or 'Westside Creative Media Ltd' – (media talent agency)	None
Akash Rattu	9 Broadway Buildings, Boston Road, Hanwell, W7 3TT	UK	None	IT consultant
Avtar Thandi	9 Broadway Buildings, Boston Road, Hanwell, W7 3TT	UK	None	Freelance Window Glazer

- 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 pro-posed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
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<sup>1</sup> This should be the same address as is held and published by Companies House.

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	

- 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 the entity	Address	Affiliates
N/A		

#### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
N/A		

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

of a limited liability partnership, or member of the governing body of an unincorporated association:

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

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

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

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

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

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

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

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

### Involvement of the applicant in specified activities

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

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

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

### Details of applications, licences and sanctions

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

Yes

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

Licence number	Name of multiplex
CR072	N/A (analogue licence)

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
CR072	Westside Radio

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

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
Ongoing	CR072	Westside Radio

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
CR072	Westside Radio

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

No

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

Licence number	Name of service or multiplex

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

No

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

Licence number	Name of service or multiplex

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

No

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

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

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

No

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

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

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

No

If yes, please provide the following details:

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

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

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

N/A





## 3. The proposed service

### About this section

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

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

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

### Your proposed service and target community

3.1 What is the proposed service name?

Westside Radio

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

City West Digital – West London

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 3.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

9 Broadway Buildings, Boston Road, Hanwell W7 3TT

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

- 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.

Existing service license number CR072 - Westside Radio

- 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 cover-age area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

Our target community is the diverse and multicultural population of West London, which includes young people, families, and individuals from various cultural backgrounds, many of whom live in areas of deprivation and face challenges related to social and economic inequality.

The station aims to bring significant benefits to the local area by fostering community cohesion and providing a platform for discussion. Through its programming, Westside Radio celebrates the rich cultural heritage of the region, offering a space where voices from different backgrounds can be heard and appreciated. By addressing local issues and promoting dialogue, the station helps to strengthen connections within the community and create a sense of belonging.

Westside Radio also prioritises empowering young people by offering training programs in radio production, DJ'ing, and media skills. These initiatives provide valuable opportunities for personal and professional development, helping young individuals to build confidence, gain experience, and pursue careers in the creative industries. Additionally, the station showcases local talent, giving emerging artists and creators a platform to share their work and connect with audiences.

By combining music, culture, and community engagement, Westside Radio serves as a vital resource for the people of West London, enhancing social cohesion, supporting youth development, and celebrating the vibrant diversity of the 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.**

We will ensure that the proposed C-DSP service is run on a not-for-profit basis by building on our 18 years of experience as an Ofcom-licensed FM community radio station (Westside Radio 89.6FM). Throughout this time, we have consistently operated with a focus on community benefit rather than commercial gain, and our established processes and practices will continue to underpin the operation of our C-DSP service.

The station is in the majority run by a dedicated team of volunteers, many of whom have undergone internal training programs to develop skills in radio production and broadcasting. This community-driven approach ensures that the station remains firmly rooted in its mission to serve the people of West London.

All profits generated will, as in previous years, be reinvested back to maintain the studio office, general running costs, any upgrades/maintenance, and the delivery of training workshops aimed at bolstering our social gains.

We have robust accounting procedures in place, established since 2007, to meet all financial criteria for operating a community radio station. These systems ensure transparency and accountability in how funds are managed and reinvested, providing confidence that the service will remain true to its not-for-profit mission.

## 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.

Our service brings many social benefits to the local community. Operating in West London, which is known for its diverse and multicultural population, the station fosters community cohesion by integrating people from different backgrounds through shared experiences in music, discussion, and storytelling.

It also provides a platform for tackling local issues and raising awareness about provisions and services available in the area. Through on-air discussions and debates, Westside Radio addresses topics that matter to the community, while also highlighting initiatives from local organisations and charities.

Westside Radio is committed to empowering young people by offering training programs in radio production, DJ'ing, and media skills. Over the past 18 years we can estimate to have trained almost 1,000 young people from across the local region.

These workshops not only provide technical expertise but also enhance employability, confidence, and creativity. The station also offers work placement opportunities that help young individuals gain valuable experience and prepare for future careers.

Volunteering is another cornerstone of Westside Radio's operations. The station is run by a dedicated team of volunteers, many of whom have been trained internally. This creates a sense of ownership and pride within the community while offering individuals the chance to develop new skills and contribute to a meaningful cause.

By celebrating the cultural heritage of West London and providing a space for diverse voices to be heard, Westside Radio strengthens community ties and fosters integration. Its programming reflects the vibrant urban identity of the area, showcasing genres like hip hop, grime, R&B, and afrobeats alongside discussions on pop culture and social issues.

Through its ongoing efforts, the station not only entertains but also empowers, educates, and unites the people of West London.

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

The station actively engages with the community by inviting guests, including local leaders and community groups, to participate in talk shows where they discuss important topics and share initiatives that benefit the area. These discussions amplify voices and provide a platform for addressing local concerns, celebrations, and opportunities.

In addition, Westside Radio plays a significant role in public health awareness by broad-casting targeted health messages for specific groups within the community. This ensures listeners receive essential information tailored to their needs, promoting well-being and accessibility to services.

Social media is also central to our engagement strategy. The station uses digital platforms to connect with young people, sparking conversations on critical issues such as mental health, education, and social justice. Alongside these discussions, it creates fun and inter-active content, keeping younger audiences engaged while fostering a sense of community.

Through these initiatives, along with on-air discussions, training workshops, and volunteering opportunities, Westside Radio provides social gain by empowering individuals, amplifying diverse voices, and strengthening community ties across West London.

- 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 ensure that members of our target communities have access to our facilities and training opportunities through an open, accessible, and community-focused approach.

Volunteers can easily reach out to us directly via online platforms, social media channels, or by phone, and we actively encourage this by maintaining a welcoming and approachable presence. We regularly take on new volunteers through these methods, ensuring ongoing opportunities for local people to engage with the station.

In addition, we advertise our various training courses throughout the year, offering structured programmes that teach radio production, broadcasting skills, and media techniques. These courses are designed to be accessible to individuals from all backgrounds, including young people and those with no prior experience, helping them develop valuable skills and confidence.

Westside Radio is also present at local events, such as the Hanwell Carnival, where we connect with the community and encourage people to get involved. Many attendees approach us at these events, expressing their interest in volunteering or joining the station in other capacities.

Overall, we are dedicated to being open and inviting to new local participants, providing access to all aspects of the station's operation. Through this inclusive approach, Westside Radio continues to empower individuals and strengthen community ties.

- 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.**

The radio station will play a crucial role in strengthening links within the diverse communities of West London. By addressing misconceptions about young people and migrant communities, the station provides a platform for education and dialogue, helping to break down stereotypes and promote mutual respect. Through on-air discussions and interviews, Westside Radio highlights the contributions and experiences of these groups, encouraging listeners to see beyond preconceived notions.

The station also serves as a networking hub for local organisations, connecting them with the community and each other. By featuring guests and community groups on talk shows, we can amplify their voices and initiatives, creating opportunities for collaboration and support. Listeners who hear about someone or something on-air can reach out, fostering connections that benefit the wider community.

As a meeting point for people from all backgrounds and faiths, Westside Radio celebrates the rich cultural diversity of West London. Its programming reflects the shared experiences and unique identities of its audience, promoting integration and cohesion. Additionally, the station uses social media to engage with young people, addressing important issues while creating fun and interactive content that resonates with them.

- 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.**

Westside Radio's managing team brings a wealth of experience, having successfully operated an FM community radio service for 18 years. This longstanding track record demonstrates a commitment to delivering the social gain required, including fostering community cohesion, supporting local talent, and creating training opportunities for individuals within the community.

Our volunteers and participants are a key part of achieving these goals. They come from diverse backgrounds (sometimes professional), each contributing unique expertise that strengthens the station's impact. For example, a volunteer presenter who is also a doctor has helped us create programming to address health-related issues affecting the local area. Similarly, individuals with educational or third-sector experience have supported the delivery of workshops, employability skills training, and community engagement initiatives.

By leveraging the varied skills and knowledge of our team, Westside Radio ensures its activities go beyond broadcasting to provide substantial social benefits. Whether it's producing targeted health messages, running training sessions, or offering volunteering opportunities, the station continues to empower and connect the West London community through its inclusive and collaborative approach.



## 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.**

We are dedicated to ensuring that members of our target communities are actively in-volved in the operation and management of the station. We achieve this through various accessible and inclusive initiatives.

Volunteers are encouraged to join the station by reaching out to us directly and we regularly take on new participants through these channels. Local events, such as the Hanwell Carnival, also provide opportunities for community members to approach us, express their interest, and get involved with the station. Through these efforts, we maintain an open and welcoming approach to engagement.

Once onboard, volunteers are given opportunities to participate in all aspects of the station's operations, from broadcasting and production to administrative support. We actively encourage those with relevant skills and experience to take on more leading roles, such as management, sales, and project coordination. By fostering a culture of growth and empowerment we ensure that our operations reflect the diverse talents and perspectives of the community.

Additionally, we provide training courses throughout the year, equipping volunteers with the technical and media skills needed to excel in their roles. These programs are designed to nurture confidence, creativity, and employability, enabling volunteers to contribute meaningfully to the station's success.

Through this inclusive approach, Westside Radio remains a vital platform for community participation, giving individuals the chance to shape the station's future while building stronger ties within the local area.

## Accountability

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

We ensure that members of our target community have multiple ways to contact us and influence the operation of our service. We maintain a welcoming and approachable presence, encouraging community engagement through various channels.

Individuals can reach us via face-to-face interactions at our studios or during live outdoor events, where we actively connect with attendees. Additionally, our website provides convenient contact forms, while our social media platforms offer

an interactive space for feedback, inquiries, and participation. These channels are frequently monitored to ensure prompt and inclusive communication.

Community members may also be referred to us by partner organisations we collaborate with, such as charities, schools, and local initiatives. These partnerships allow us to engage with a wider audience and involve individuals who may benefit from our projects. Furthermore, we broadcast targeted 'call to action' adverts, inviting listeners to participate in workshops, volunteer opportunities, and other initiatives.

Through these varied methods, Westside Radio creates accessible opportunities for community members to share their thoughts, get involved, and shape the direction of the service.

- 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.**

Westside Radio ensures any suggestions and criticisms from members of our target communities are carefully considered and acted upon in a structured and professional manner. Community members can reach us through the various channels discussed in answer to 3.13, including face-to-face interactions, website forms, social media, live out-door events, referrals from partner organizations, and responses to our 'call to action' adverts. These multiple avenues ensure accessibility and inclusivity for feedback submission.

Any feedback received will be reviewed by the Station Manager, who will assess its relevance and feasibility. If the feedback requires a higher-level response, it will be escalated to the board of trustees for discussion and resolution. This collaborative approach ensures that important suggestions or criticisms are addressed with appropriate oversight

All feedback will be responded to in a timely manner, demonstrating respect and gratitude for the community's input. Responses will be handled with care, professionalism, and consideration, ensuring that members feel their voices are valued and their contributions are taken seriously. By maintaining this transparent and structured process, Westside Radio reinforces its commitment to serving and engaging with its community effectively.

## 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	<b>WESTSIDE RADIO</b>
Service Description	<p><b>WESTSIDE RADIO</b> is a radio service intended to serve the diverse population of West London.</p> <p>&lt;ENTER DESCRIPTION OF TARGET AUDIENCE&gt; The main target audience is 15–34-year-olds</p> <p>&lt;ENTER A DESCRIPTION OF THE LOCALITY&gt; The service will cover the West London region</p> <p>&lt;ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES&gt; Westside Radio serves as a community-driven station, promoting music, local culture, and voices across West London. It fosters social cohesion, supports emerging talent, and provides media training for young people. Through diverse programming, it engages audiences, addresses key issues, and empowers creatives while celebrating the region’s rich multicultural identity.</p> <p>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</p> <p>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</p>

	<ul style="list-style-type: none"> <li>• the facilitation of discussion and the expression of opinion,</li> <li>• the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</li> <li>• the better understanding of the particular community and the strengthening of links within it.</li> </ul> <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>
Transmission Schedule	24 hours a day, 7 days a week
Multiplex	City West Digital – West London

## 4. Compliance of the service

### About this section

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

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

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

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

- 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).

Amar Chadha has been overseeing compliance for Westside Radio 89.6AM since the station was first awarded an Ofcom analogue licence in 2007. With nearly two decades of experience, he has consistently ensured that all programming, advertising, and operations align with the requirements outlined in the Ofcom Broadcasting Code, the BCAP Code (UK Code of Broadcast Advertising), and the Regulation of Premium Rate Services Order.

Throughout his tenure, Amar has demonstrated a strong understanding of these regulatory codes and their practical implementation, ensuring that Westside Radio meets its obligations and operates within the guidelines. He regularly reviews compliance procedures and keeps the station's team informed about these standards. Amar is committed to refreshing his knowledge of the relevant codes as necessary to maintain a high standard of compliance and adapt to any updates or changes in regulations.

With his extensive experience and dedication to upholding regulatory standards, Amar continues to play a critical role in ensuring that Westside Radio remains fully compliant and serves the community responsibly. His leadership ensures that the station is well-equipped to meet the requirements of a C-DSP licence and deliver content that adheres to all relevant rules and 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.

- Overseeing compliance for 2 RSL's in early 2000's
- 18 year's experience overseeing compliance for community radio station (Westside Radio 89.6FM)

- 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.

We plan to have two dedicated individuals overseeing compliance for the station. These roles ensure adherence to all relevant regulatory codes and standards, maintaining the high level of responsibility required for a community radio station.

**Compliance Officer**

As outlined in 4.2, this role has been carried out by a member of the team with extensive experience, having overseen compliance since Westside Radio was first awarded an analogue license in 2007. This individual is responsible for ensuring that programming, advertising, and premium rate services align with the Ofcom Broad-casting Code, the BCAP Code, and other regulations. They will review and approve content, provide guidance to staff and volunteers, and keep policies up to date with any changes to regulatory codes.

**Station Manager**

The Station Manager will support compliance efforts by overseeing daily operations and ensuring that all broadcasts meet regulatory standards. They will coordinate with the Compliance Officer, monitor live programming, and address any immediate issues that arise. The Station Manager will also ensure that staff and volunteers are properly trained in compliance procedures and regulatory requirements.

Together, these two roles provide a robust framework for maintaining compliance, ensuring Westside Radio operates responsibly and aligns with its commitment to serve the community effectively.

- 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.

We intend to implement compliance training to ensure all staff, volunteers, and contributors are well-versed in relevant regulatory codes and procedures. This training will be integral for those involved in live programming, including compliance staff, presenters, and producers, ensuring that broadcasts meet the highest standards.

**Induction Training**

All new team members will undergo an induction process covering the Ofcom Broad-casting Code, the BCAP Code (UK Code of Broadcast Advertising), and the Regulation of Premium Rate Services Order. This training will include an overview of best practices for adhering to these codes and practical examples of compliance scenarios.

**Refresher Training**

To maintain knowledge and adapt to updates in regulations, staff will participate in periodic refresher courses. These sessions will ensure ongoing compliance awareness across all roles and incorporate new developments in broadcasting standards.

**Accessible Resources**

Compliance guidelines, examples, and procedures will be readily available to all staff through internal documentation and digital tools, providing immediate support when needed during live operations.

Through these training initiatives, Westside Radio will ensure that all staff are equipped to uphold compliance, creating a responsible and professional broadcasting environment that serves the community effectively.

- 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.

Training will be mandatory for all on-air staff and volunteers.

- 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.

Westside Radio places a strong emphasis on compliance, ensuring all presenters understand their responsibility to deliver content that adheres to regulatory codes. During training, presenters and volunteers are guided through the key principles of compliance, which cover the Ofcom Broadcasting Code, the BCAP Code, and rules on premium rate services. This ensures they are equipped to handle content production and live broadcasts responsibly.

To support presenters and volunteers, our studios are equipped with comprehensive printed and digital resources that outline compliance procedures.

These materials are readily accessible, offering clear guidance on maintaining standards and addressing concerns during broadcasts. Should an issue arise, presenters are required to report it immediately to the Compliance Manager, who will evaluate the situation and implement corrective measures as needed.

To mitigate risks associated with live programming, Westside Radio adopts proactive strategies. For sensitive topics, such as debates or discussions that may provoke strong reactions, presenters are advised to pre-record content. Additionally, the station is in the process of installing time-delay software, allowing for swift removal of non-compliant material. Presenters also have access to an emergency cut-off system, which activates back-up programming until management can intervene.

Through these measures, Westside Radio ensures robust compliance while upholding its commitment to professional broadcasting.

- 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 pre-recorded shows will be checked before going on-air.

All 'non live' material will go through the same compliance procedures as described in 4.6 (a) prior to being added to the Playout system.

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

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

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

We will ensure the service remains aligned with our key commitments and stated character through a structured monitoring process.

#### **Monitoring Process**

The station manager will oversee compliance on a day-to day basis and ensure that programming reflects the station's commitments. This will be achieved by continuously reviewing live broadcasts and recorded output to verify that content meets the established standards. Monitoring will be conducted on an ongoing



basis, with regular reviews of live and recorded output to maintain consistency in service delivery.

#### **Publication of Information**

To ensure transparency, Westside Radio will publish its key commitments and the character of the station online, allowing the public to access relevant details. All key commitments and service character information will be made available on our official website at [www.thisiswestside.com](http://www.thisiswestside.com)

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

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

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

We will ensure ongoing compliance with our Key Commitments related to off-air social gain activities through a structured approach to monitoring, accountability, and transparency.

#### **Monitoring Process**

All off-air social gain activities, including events, workshops, and training sessions, will be carefully monitored to ensure they align with the station's commitments. The oversight of off-air social gain activities will be led by Amar Chadha (Trustee), who will ensure that all initiatives remain aligned with the station's mission. Monitoring will occur on an ongoing basis, with assessments conducted throughout each initiative.

#### **Publication of Information**

To ensure transparency, information regarding off-air social gain activities will be documented and shared publicly. Summaries of initiatives, including their objectives and outcomes, will be regularly updated to reflect the station's engagement with the community. Details about these activities and their impact will be made publicly available on Westside Radio's official website [www.thisiswestside.com](http://www.thisiswestside.com)

- 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.**

Two compliance team members

## 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:**

AMAR CHADHA

**Date of application:**

2<sup>nd</sup> MAY 2025

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

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

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