

Community Digital Sound Programme (C-DSP) licence)

Application form – Part A (public)

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

Flex Fm radio Limited

Proposed service name:

Flex Fm

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)

West London

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email): **Carl Shepherd, Address: 102-110 London Road, Morden, SM4 5AX. Email: office@flexfm.co.uk Mobile : 07958297622**

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1. Overview

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

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

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

The purpose of this form

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

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

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).

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

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

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):

Flex Fm Radio Limited

2.2 Company registration number stated on Companies House:

10422584

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:

102-110 London Road, Morden, SM4 5AX

- 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	Carl Shepherd
Job title	Director
Address	102-110 London Road, Morden, SM4 5AX
Telephone	
Mobile	07958297622
Email	office@flexfm.co.uk

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

Flexfm.co.uk

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

Our funding is generated through a combination of sponsorship deals, targeted advertising, membership subscriptions, and fundraising activities linked to local events. This diverse approach helps ensure financial sustainability while strengthen-ing community engagement.

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Carl Shepherd	102-110 London Road, Morden	UK	Hypr Films (film production) The Vault Morden (Licenced bar)	
Michelle Stevens	102-110 London Road, Morden	UK		Administrator
Terry Little	102-110 London Road, Morden	UK		Bar Manager

- 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
N/A				
Comments				

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



- 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; ²	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	

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

Details of applications, licences and sanctions

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

Yes

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

Licence number	Name of multiplex
CR101737WT/1	Flex Fm Radio
CR101737BA/2	Flex Fm Radio

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

☐ Yes

☐ No

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

Licence number	Name of service or multiplex
CR101737WT/1	Flex Fm Radio
CR101737BA/2	Flex Fm 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
May 2017 – present date	CR101737WT/1	Flex Fm Radio
May 2017 – present date	CR101737BA/2	Flex Fm 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
CR101737WT/1	Flex Fm Radio
CR101737BA/2	Flex Fm 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?

Flex Fm

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.

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).³

102-110 London Road, Morden, SM4 5AX

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

- 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.

Flex Fm CR101737WT/1

- 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.**

Flex FM currently broadcasts across South West London on FM, and with the move to DAB, we're really excited to extend our reach into West London, covering areas like Hounslow, Ealing, and Hammersmith & Fulham. These boroughs fall well within the DAB coverage area and give us a great opportunity to connect with more listeners, while continuing to deliver on the commitments of our FM licence.

We're here to engage with:

- Young people and working-age adults who are into music, culture, and the creative scene
- West London's diverse communities, with content that reflects and celebrates that diversity
- New and emerging artists, students, and local groups who want a platform to be heard
- Anyone interested in local news, events, and music that's relevant to their daily lives

Our shows are built around music, culture, and community, offering people a voice and the chance to get involved. We support local talent and aim to bring people together through everything we do.

As the DAB coverage goes beyond our current FM broadcast area, we're planning to reach more listeners across West London, while still focusing on our South West London roots.

Even though our DAB service will be a simulcast of our FM output, this expansion gives us the chance to grow our audience while staying true to who we are. We'll continue to stick to all the key commitments in our FM licence.

Here's how we'll manage the broader reach:

- Keep our content and community focus centred on South West London, as required by our FM licence
- Welcome new listeners in West London who share our interests and values
- Use social media, our website, and local outreach to build awareness in the new areas
- Encourage more people to get involved through music, local stories, community events, and training opportunities
- Work with colleges in the West London area to offer student work placements in radio and media
- Collaborate with local councils and groups to get involved in community events and initiatives
- Monitor engagement to make sure everything we do continues to reflect our values of inclusion, local talent, and community focus

This approach allows us to grow naturally, reaching new audiences without changing what makes Flex FM unique.

DAB gives us the chance to expand without losing who we are and we're excited to bring what we do to even more people.

- 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.**

Any surplus or profit generated is reinvested entirely into the station, with the sole purpose of strengthening and expanding our community impact. Specifically, funds are used to:

Enhance the quality, diversity, and reach of our programming.

Upgrade equipment, support staff and volunteer training, and expand our community outreach efforts.

Encourage and fund the creation of local content, ensuring airtime for voices and stories that are often underrepresented.

We deliver meaningful social benefit through initiatives such as educational programmes, media literacy training, and partnerships with schools, charities, and local organisations.

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.

Flex FM has been proudly serving South West London's dance music community for years, working closely with local groups and councils to support events, promote local causes, and give a voice to those often overlooked by mainstream media. We also collaborate with local charities to raise funds and provide vital support to important community groups.

With our move onto DAB, we're excited to expand into West London, reaching areas such as Hounslow, Ealing, and beyond. Just as we've done in South West London, we aim to build strong partnerships with local organisations and councils, get involved in community events, and support causes that matter to the people we serve.

Our past work in South West London has helped us form lasting connections within local communities. We've proudly supported events such as the Merton 60th Festival, Mitcham Carnival, Merton Car Free Day, and the Mitcham Winter Wonderland. Now, we're ready to extend this same level of support and engagement across West London.

We've also received numerous work experience applications from colleges and universities across West London. We're now excited to offer these placements as part of our ongoing commitment to nurturing talent and supporting the wider West London community.

Our programming remains dedicated to bringing people of all ages and backgrounds together, through music, culture, community news, and opportunities for local talent to shine. We'll continue delivering the trusted service our South West London listeners know and love, while welcoming a new audience from across West London.

Beyond broadcasting, we're also committed to developing future talent. We currently work in partnership with Crown House Creative to provide training and development opportunities for young people and creatives, helping them gain valuable skills and confidence in media and broadcasting.

In February 2025, Flex FM attended the Saudi Media Forum, where we explored the latest in media technology and global trends, opening doors to new opportunities that will benefit our local community in the long term.

Our website and social channels will continue to serve as a hub for community news, support services, and opportunities to get involved, whether you're based in South West or West London.

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

Flex FM actively facilitates discussion and the expression of opinion by providing a platform that encourages open dialogue on issues affecting our community. Through live shows, interviews, call-ins, and community-focused segments, we give local people the opportunity to share their views, raise concerns, and engage in meaningful conversation. Our presenters are trained to host inclusive and respectful discussions, often inviting guests from local organisations, public services, and grassroots campaigns to ensure a diversity of voices is heard.

We also provide space for young people and underrepresented groups to express their perspectives whether through music, talk-based programmes, or social media inter-action. Topics range from mental health and housing to local arts and public safety. Our format allows listeners to participate in real-time via phone, text, or online plat-forms, creating a dynamic exchange between the station and the community.

By creating a trusted, non-judgemental space, Flex FM helps bring people together around shared concerns and interests, encouraging civic engagement and giving a voice to those who may otherwise go unheard.

- 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.**

Flex FM is committed to making our facilities and training opportunities fully accessible to members of our target communities. We take a practical, inclusive, and flexible approach to ensure that people from all backgrounds, particularly those who feel excluded from mainstream media can participate in and benefit from our services.

Access to Facilities:

Our studio space in South West London is open to the community by, with regular opportunities for walk-ins during open days, workshops, and volunteer inductions. We operate a transparent and welcoming process for new participants, with clear pathways to get involved in presenting, production, and support roles. We actively promote these opportunities via our website, social media, on-air announcements, and through our partner networks, including local schools, youth services, and community groups.

Training Delivery:

Training is offered both formally and informally:

Formal Training: We deliver structured training sessions covering radio production, presenting, technical operations, compliance, and content creation. These are scheduled regularly and adapted to suit different skill levels and learning styles. Participants receive ongoing mentoring and feedback to help build their confidence and competence.

Informal Training: In addition to formal sessions, we offer hands on, peer-supported learning within the station. New volunteers can shadow experienced team members, gradually taking on responsibilities with guidance. This informal model has proven highly effective, especially for those with no prior experience or formal qualifications.

- 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.**

Flex FM provides better understanding of our target community by giving a voice to those who are often underrepresented in mainstream media, particularly young people and Dance music enthusiasts in South West London. Through locally focused programming, community interviews, and open discussion segments, we highlight the values, concerns, and achievements of this vibrant and diverse group.

Our content reflects real-life experiences, encouraging listeners to connect with and better understand one another. We regularly feature guests from local organisations, grassroots initiatives, and cultural groups, helping to bridge gaps between different parts of the community.

Beyond broadcasting, we strengthen links through events, fundraisers, and training workshops that bring people together in person. These shared activities promote collaboration, build trust, and foster a sense of collective identity.

By actively involving residents in content creation and providing an inclusive platform for expression, Flex FM helps cultivate mutual respect, civic pride, and a stronger, more connected local community.

- 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.**

Flex FM has a long-standing track record of delivering social gain through community engagement, youth development, and grassroots outreach. Since transitioning from a pirate to a licensed community station, our team, made up of broadcasters, educators, youth workers, and creatives, has worked consistently to support those excluded from mainstream media.

Many of our core members have experience in the third sector, including work with local charities, music education projects, and youth mentoring programmes. We've delivered informal and formal training in radio production, DJing, podcasting, and media literacy, with a strong focus on empowering young people and those not in education or employment.

Our team has also led workshops in partnership with schools, councils, and community centres across South West London, offering media-based learning that builds confidence, communication skills, and creative expression.

Beyond training, we've supported local events, fundraising campaigns, and health and wellbeing initiatives, helping promote social inclusion and cohesion through music, dialogue, and collaboration. Our combined experience ensures we can deliver lasting social impact alongside high-quality broadcasting.

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.**

Flex FM is committed to ensuring that members of our target communities are not just listeners but active participants in the operation and management of the service. We achieve this by maintaining open, inclusive pathways into all aspects of the station, from content creation to strategic decision-making.

Participation in Operations:

We actively encourage volunteers from the community to get involved in broadcasting, technical production, event coordination, and administrative support. Opportunities are widely promoted via our on-air announcements, social media platforms, local community groups, and partnerships with youth organisations and education providers.

New volunteers are given clear roles, training, and mentorship, ensuring they feel supported and confident to contribute. As skills and experience grow, volunteers are encouraged to take on greater responsibilities, including producing their own shows or managing projects.

Involvement in Management and Decision-Making:

Flex FM is run by a community-focused team, and we regularly consult with our audience and volunteers to guide the direction of the station. We hold open meetings, feedback sessions, and planning workshops where community members can propose ideas, raise concerns, and help shape policies.

Pathways to Leadership:

We encourage long-term volunteers and community contributors to join our management team or board, where they can help shape the future of the station. Training and mentoring are provided to support this transition and to build capacity from within the community.

Accessibility and Inclusion:

We take active steps to remove barriers to participation. This includes flexible volunteering hours, remote access options, travel support where possible, and a welcoming environment for people with different levels of experience or confidence.

Through this inclusive, grassroots model, we ensure that Flex FM remains accountable to its audience and continues to evolve as a platform shaped by and for the community it serves.

Accountability

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

Flex FM is committed to maintaining open and accessible lines of communication with our target community, ensuring they can easily contact us and play an active role in shaping the service.

Contact and Engagement:

Listeners and community members can reach us through multiple channels, including phone-ins, text messages, email, social media platforms, and our website. We encourage real time interaction during live shows and invite feedback on our content, events, and community initiatives. Our website also features contact forms and information on how to get involved, volunteer, or make suggestions.

We regularly attend and support local events, giving us face-to-face opportunities to engage with residents and gather feedback. These interactions help us stay responsive to community needs and ideas.

Influencing the Operation:

We actively seek input from our community through surveys, polls, and open forums. Regular feedback sessions, both online and in-person, provide space for listeners, volunteers, and partners to voice opinions on our programming, training, and outreach.

By keeping communication open, informal, and responsive, Flex FM ensures our service remains accountable, relevant, and shaped by the community it serves.

- 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.**

Flex FM takes all suggestions and criticisms from our target community seriously, viewing them as essential to improving our service and ensuring it remains relevant and responsive.

Receiving Feedback:

We provide multiple easy-to-use channels for community members to share their views, including phone, email, social media, our website, and during live broadcasts. We also encourage in-person feedback at community events and workshops.

Consideration Process:

All feedback is logged and reviewed regularly by our management team. We have a clear process to ensure suggestions and concerns are acknowledged promptly, with efforts made to understand the context and any underlying issues.

We invite community members to participate in open meetings and feedback forums, where ideas and criticisms can be discussed openly and constructively. This transparency helps build trust and demonstrates our commitment to listening.

Action and Response:

Based on feedback, we prioritize changes or improvements that align with our mission and community needs. This could include adjustments to programming, training provision, outreach methods, or station policies.

Where appropriate, we provide direct responses to individuals or groups who raise issues, informing them about how their input has influenced our actions or explaining any constraints that affect decision-making.

Flex FM also shares summaries of feedback and resulting actions with the wider community through on-air updates, newsletters, and social media, reinforcing accountability.

Through this open, respectful, and structured approach, Flex FM ensures community voices have real influence, helping us evolve as a truly community-led service.

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	Flex FM (the on-air name of the programme service as in question 3.1 of this application)
Service Description	Flex FM is a radio service intended to serve NOTE: The next 3 headings below are the components of the ‘character of service’. Our target audience is the diverse Dance music community, mainly young people but open to all ages. They share a passion for genres like house, garage, grime, and electronic music. <i>in</i> West London NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (<i>“the target community”</i>) by Flex FM’s main purpose is to serve West London’s Dance music community by providing tailored music programming, promoting local culture, offering training opportunities, and fostering community engagement through inclusive broadcasting and events. 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). 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:

	• 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, and • the better understanding of the particular community and the strengthening of links within it. Members of the target community shall contribute to the operation and management of the service. The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.
Transmission Schedule	
Multiplex	West London – Small Scale (as per the licence advert): as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on>

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).

Compliance Training:

Ofcom Broadcasting Code (Ongoing Compliance Familiarisation)

Dates: 2017 – Present

As the station lead for Flex FM, Carl has maintained an in-depth working knowledge of the Ofcom Broadcasting Code. He has consistently applied the Code's principles across programming, with particular attention to sections covering harm and offence, fairness, and protection of under-18s.

BCAP Code (Broadcast Advertising Standards)

Dates: 2017 – Present

Carl has ensured all advertising content on Flex FM adheres to the BCAP Code. He has guided advertisers and production staff to ensure compliance with rules around mis-leading claims, sponsorship transparency, and appropriate scheduling.

In-House Training for Staff and Volunteers

Dates: Regular sessions from 2017 onward

Carl has developed and delivered internal compliance briefings for presenters and producers at Flex FM, covering relevant Ofcom and BCAP regulations, including during volunteer onboarding and annually thereafter.

- 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.

Compliance Experience:

Role: Station Manager / Compliance Lead

Organisation: Flex FM Community Radio

Dates: 2017 – Present

Over the past 7 years, Carl has been responsible for all aspects of compliance at Flex FM, including pre-broadcast content review, advertising approvals, managing live broadcast risks, and responding to listener complaints. He has also liaised with Ofcom where necessary and ensured accurate record-keeping in line with licence conditions.

Ongoing Professional Development:

Carl regularly reviews updates to the Ofcom Broadcasting Code and BCAP Code, and keeps up to date with regulatory changes through industry briefings, newsletters, and networking with other community broadcasters.

- 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.

Flex FM has a compliance team of three staff members, each with distinct responsibilities to ensure regulatory adherence and smooth operations:

Compliance Manager – Oversees all compliance-related matters, including ensuring adherence to broadcasting regulations, managing documentation, and liaising with regulatory bodies.

Content Compliance Officer – Reviews programming to ensure it meets content standards, monitors live broadcasts for compliance, and provides training to presenters on editorial guidelines.

Technical Compliance Coordinator – Manages technical operations to ensure transmission standards are met, maintains equipment to prevent outages, and ensures prompt reporting and resolution of any technical issues.

This dedicated team will work collaboratively to maintain high standards and uphold Flex FM's commitment to lawful and ethical broadcasting.

- 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.

Flex FM will train all staff and volunteers in compliance through induction covering broadcasting rules, editorial standards, and complaint procedures. Presenters and producers receive specific guidance on content, live calls, and sensitive topics. Compliance staff get advanced training in monitoring and reporting. Regular refreshers and accessible resources ensure ongoing awareness and support.

- 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 all staff and volunteers will be trained in compliance procedures.

- 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.

Flex FM will ensure full compliance with Ofcom's codes through the following systems:

Live Broadcasts:

Compliance staff monitor live shows and support presenters to follow rules.

Presenters receive training on managing live content and calls.

- 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.

Pre-recorded Content:

All pre-recorded shows are reviewed for compliance before airing.

Producers follow editorial guidelines, with regular audits by compliance officers.

General Measures:

Clear compliance guidelines and checklists are available to all staff.

A complaints procedure ensures prompt investigation and response.

Regular audits and open reporting channels help maintain standards.

These steps guarantee that all programming meets Ofcom's requirements at all time.

- 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.

Flex FM will ensure compliance with our Key Commitments through regular monitoring and clear accountability. Our Compliance Manager will oversee the delivery of commitments, tracking programming, training, and community activities against agreed goals.

We will maintain detailed records of broadcasts, training sessions, and outreach events, using logs and reports to monitor progress. Feedback from listeners, volunteers, and partners will be actively collected and reviewed to assess how well we meet our commitments. All information will be published on our website.

Quarterly reviews and team meetings will evaluate performance and identify areas for improvement. Any adjustments needed to better meet our Key Commitments will be promptly implemented.

This structured approach guarantees that Flex FM remains accountable and continuously aligned with its community-focused goals.

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 are dedicated to maintaining continuous compliance with our Key Commitments concerning off-air social gain initiatives. This will be achieved through a well-defined system of monitoring, accountability, and open communication.

All off-air activities, such as community events, educational workshops, and training programs, will be systematically monitored to ensure they reflect and support the station's core commitments.

Carl Shepherd will oversee these initiatives, ensuring that each activity aligns with Flex Fm's mission and values. Monitoring will be continuous, with regular evaluations conducted throughout the duration of each initiative.

In the interest of transparency, all off-air social gain activities will be recorded and shared with the public. Regular updates will provide summaries of each initiative, highlighting objectives, achievements, and community engagement.

Details and outcomes of these activities will be made accessible through Flex Fm's official website to keep the community informed and involved.

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

English

4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules. **Please do not give names of individual members of staff.**

All compliance staff are fluent in English

5. Declaration

About this section

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

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

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

The declaration must also be dated.

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

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

CARL SHEPHERD

Date of application:

06/10/2025

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

company director (in the case of a Limited Liability Partnership)

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