

# 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):

Independent Film Media and The Arts CIC (Ifma-cic)

Proposed service name:

Radio West London

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):

Sutish Sharma, Ifma-cic, Address not confirmed, hello@ifma-cic.org

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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):

Independent Film Media and The Arts CIC

2.2 Company registration number stated on Companies House:

15669408

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:

Non-Applicable

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

☒ Yes ☐ No

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	Sutish Sharma
Job title	Director
Address	160 Uxbridge Road, Hayes, Middlesex. UB4 0JQ
Telephone	02085737992
Mobile	07748843196
Email	hello@ifma-cic.org

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

[www.ifma-cic.org](http://www.ifma-cic.org) and a separate website for the radio station not yet ready.

- 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.

The service will be financed on a not-for-profit basis by Independent Film Media and The Arts CIC. Funding will be derived from a mix of sources to ensure sustainability and independence:

Grants and Awards: Applications will be made to recognised grant makers such as the TNL Community Fund Arts Council, Local Authority, cultural and community funds, and other charitable trusts.

Local Sponsorships and Advertising- in line with Ofcom's community radio rules, small-scale commercial revenue will be generated from local businesses and community partners, including using outsourcing companies, including outsourcing agencies.

Fundraising and Donations – Income will also be supported through fundraising events, individual donations, and partnerships with community groups.

In-kind support – the CIC will also benefit from volunteer contributions, shared resources, and local collaborations to minimise operating costs.

At present, no funding has been received from any political organisation or religious body, and the does not intend to seek or accept such funding. All funding sources will be fully transparent and declared in line with OFCOM requirements.



## 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
Sutish Sharma	160, Uxbridge Road, Hayes, Middlesex. UB4 0JQ.	England	Film Production & Media Company + New Product Development Company, but no other CIC.	Works across Entrepreneurship, Innovation and Employment at a UK University.
Raymond Jackson	18, Heythrop Drive, Ickenham, Uxbridge. UB10 8DT.	England	Electrical Company	Teaches at a Further Education College
Bimal Desai	28, Highfield Lane, Cox Green, Maidenhead, Berks. SL63AP	England	Consultancy Company	Finance Executive with Business Growth

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

- 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 – CIC limited by guarantee, no shares issued	0	0	0	N/A
Comments				
I have no reason to suspect the existence of any beneficial owners				

- 2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
N/A	N/A

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

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

Full name of the entity	Address	Affiliates
N/A	N/A	N/A

### Details of persons who control the applicant

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

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

Full name of individual or body	Address	Affiliates
Sutish Sharma	160 Uxbridge Road, Hayes, Middlesex. UB4 0JQ	None
Raymond Jackson	18 Heythrop Drive, Ickenham, Uxbridge. UB10 8DT	None
Bimal Desai	28 Highfield Lane, Cox Green, Maidenhead, Berks. SL6 3AP	None

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

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

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

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

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

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

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

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				
Independent Film Media and The Arts CIC is a community interest company limited by guarantee. It does not have shareholders, issue shares, or allocate voting rights based on ownership. Control rests solely with its directors, as disclosed in Q2.12.				

## 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	N/A
b) A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
c) A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	No	N/A
d) An individual who is an officer of a body falling within (b) or (c);	No	N/A
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	N/A
f) An advertising agency or an associate of an advertising agency	No	N/A

<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 ☒ No

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

Licence number	Name of multiplex

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

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

☒ Yes ☐ No

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
2007-2012	CR073	Hayes FM

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

☐ Yes ☒ No

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

Licence number	Name of service or multiplex

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

☐ Yes ☒ 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)?

☐ Yes ☒ 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?

☐ Yes ☒ 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?

☐ Yes ☒ 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?

☐ Yes ☒ 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?

Radio West London (Working Title)

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 (recently awarded radio carriage service)

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>

160 Uxbridge Road, Hayes, Middlesex, UB4 0JQ, with a view to secure permanent premises within the London Borough of Ealing.

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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.

N/A – Radio West London is a new service

- 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.**

**Radio West London will serve the residents of West London, focusing on the boroughs of Ealing, Hillingdon, Hounslow, Harrow, Brent, and Hammersmith & Fulham — a combined population of around 2.5 million people.**

The community is defined geographically but also by its cultural and ethnic diversity. The population includes English (55%), African Caribbean (6%), South Asian (24% — Indian, Pakistani, Sri Lankan, Nepalese, and Bangladeshi), alongside sizeable Irish (5%), Polish, Kurdish, Somali, Arabic, and Eastern European communities.

The area experiences social and economic inequalities compared to the London average, including higher unemployment, poor health outcomes, overcrowded housing, and isolation among older residents. These challenges highlight the need for a community-led radio service that connects people, amplifies local voices, and strengthens cohesion, while holding decision-makers to account.

**Radio West London will:**

- Celebrate ALL local culture and diversity.
- Support integration and social cohesion.
- Promote opportunities for education, skills, and employment.
- Ensure ALL voices are heard and valued.
- Provide trusted community news, talk shows, music, and specialist programming that reflects real local life.

- 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.**

Radio West London is operated by *Independent Film Media and The Arts CIC* (Company Number: 15669408), a Community Interest Company limited by guarantee. By legal structure, the CIC cannot distribute profits to individuals or shareholders.

All revenue (from grants, sponsorships, donations, and limited advertising within Ofcom's community radio framework) will be reinvested wholly and exclusively into the station to improve programming, expand community training opportunities, and deliver measurable social gain.

Governance will be transparent: annual accounts will be published, community advisory panels will be established, and directors will report on how surplus funds have been used to benefit the community.

Specific measures include:

- A "profits lock" under CIC rules ensuring all income supports service delivery.
- Annual community meetings for accountability.
- Advisory boards involving representatives from the community.
- Volunteer participation across programming, training, and station management.

This model guarantees Radio West London will remain true to its mission of delivering lasting social impact rather than pursuing commercial profit.

## 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.

Radio West London will provide significant community benefits by giving a strong voice to the all populations across West London, improving access to information, culture, and opportunities. The station will:

**Create training and skills pathways:** By offering hands-on training in broadcasting, journalism, podcasting, and digital production, Radio West London will help local people – particularly young people, unemployed adults, and underrepresented groups – gain practical experience and transferable skills. At the time of application, we are speaking with the University of West London in Ealing to find ways of mutual collaboration.

**Promote social cohesion:** Programming will showcase all cultures, backgrounds, languages, and music, celebrate the richness of West London while encouraging mutual understanding.

**Support health and wellbeing:** We will partner with local NHS trusts, charities, and wellbeing organisations to produce regular features on mental health, healthy living, and support services.

**Encourage civic participation:** The station will provide airtime for local councils, voluntary groups, and grassroots organisations to share updates, events, and opportunities.

**Promote local creativity:** Local musicians, spoken word artists, and filmmakers will be given a platform to showcase their work, creating pathways into the creative industries.

**Support disadvantaged groups:** We will focus on groups experiencing deprivation, unemployment, or isolation, ensuring they are represented both on air and in station governance.

Evidence from comparable community stations shows strong links between community radio and improved social capital, employability, and civic participation. In our case, consultation with local groups such as housing associations, youth organisations, and migrant support charities has confirmed a demand for a platform that represents local voices and offers real participation.

We will work with organisations including local voluntary action groups, West London NHS Trust, cultural centres, and local business networks to develop content and training programmes that address real community needs.

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

Radio West London will provide a safe and open platform for dialogue.

Regular talk shows, phone-ins, and panel discussions will allow residents to voice opinions on local issues ranging from housing and education to health and community safety. Special segments will give space to grassroots organisations and campaigners to present their views.

We will actively promote balance and inclusivity, ensuring that no single group dominates and that all voices are heard. Moderated debate, listener call-ins, and digital engagement via social media will further enable open expression of opinion.

- 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.**

Radio West London will operate an open-door policy for the community.

Access will be ensured through:

Formal training programmes: Regular workshops in radio production, presenting, editing, and compliance will be open to community members.

Volunteer development: Structured volunteer pathways will allow individuals to progress from basic training into presenting, technical operation, or governance roles through an advisory council.

Schools and colleges partnerships: Outreach to local schools, FE colleges, and UWL will provide practical placements and training opportunities.

Accessible facilities: Our studio, located within the coverage area, will be fully accessible and welcoming, with equipment designed for ease of use by new entrants.

Informal support: Drop-in sessions and mentoring will allow volunteers to gain confidence without pressure.

In all cases, emphasis will be placed on inclusivity, ensuring participation from all sections of the community including women, ethnic minorities, disabled people, and older residents.



- 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.**

Radio West London will act as a shared space where different communities can learn about each other through music, storytelling, and discussion.

By broadcasting cultural programmes, local history features, and a range of content, the station will help break down barriers and increase mutual respect.

Shared projects – such as intergenerational programmes, joint cultural festivals, and collaborative broadcasts – will strengthen ties between different groups. In doing so, the station will enhance local pride and identity while building bridges across divides.

- 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.**

Independent Film Media and The Arts CIC, the licence applicant, has extensive experience in creative media, training, and community engagement. The team has worked in film, radio, and education for over two decades, delivering workshops, community media projects, and training programmes.

Directors and associates bring backgrounds in education, business growth, and media production. Collectively, they have supported start-ups, trained young people in employability skills, and managed community-led initiatives.

This experience ensures Radio West London can deliver both the broadcast service and its social gain objectives effectively, with a focus on sustainability, inclusivity, and measurable impact.

## 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.**

Radio West London will embed participation at the heart of its governance and day-to-day operations to ensure the station genuinely reflects and serves its community. Opportunities will be created at multiple levels:

**Governance and decision-making:** Community members will be invited to join advisory panels and working groups, ensuring that programming priorities and station policies are shaped by those we serve. We will operate an open call for local residents to stand for election to the station's board and steering committee, providing accountability to the community.

**Programming and content creation:** Local people will be encouraged to pitch, produce, and present their own shows. Training will be provided to ensure volunteers from all backgrounds – including those with no prior media experience – can participate confidently. This includes roles in production, presenting, journalism, technical operation, and scheduling.

**Outreach and engagement:** Regular community open days and listener forums will allow residents to give feedback and propose new initiatives. We will also work with schools, colleges, youth clubs, and community groups to ensure diverse voices are represented.

**Skills development pathways:** Volunteers will be supported to progress from entry-level involvement (such as assisting with events or social media) to more advanced responsibilities, including editorial decision-making, compliance oversight, and management tasks.

**Inclusive representation:** Special efforts will be made to involve underrepresented groups, including women, ethnic minorities, disabled people, and older residents. Our recruitment of volunteers will be proactive, using local networks, community centres, and online platforms to ensure broad participation.

By adopting this layered approach, Radio West London will ensure the service is not “done to” the community but rather “done with” them, creating shared ownership and long-term sustainability.

## Accountability

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

Radio West London will be easily accessible to its community through multiple contact channels. Listeners will be able to contact us via telephone, email, social media, and our website. We will also maintain an open-door policy at our local proposed studio in Ealing, where residents can visit during designated drop-in sessions.

To ensure structured accountability, we will establish a Advisory Panel, composed of representatives from across our target community, including youth, minority groups, and local organisations. This panel will meet quarterly to provide input into programming, training priorities, and strategic direction. Its recommendations will be formally reviewed by the board of directors.

In addition, we will hold an Annual Community Forum, advertised widely across our broadcast and social media platforms, to allow residents to directly influence the station's plans and priorities.

This approach ensures that Radio West London remains a community-led service where local voices shape the station's development.

- 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.**

Radio West London will operate a transparent and responsive feedback process. Suggestions and criticisms will be welcomed via email, telephone, social media, and in-person at the studio. We will also provide a simple online form for feedback and complaints, ensuring accessibility for all.

All feedback will be logged and reviewed by the station manager, who will respond promptly and ensure issues are escalated to the board where necessary. We will adopt a formal complaints policy aligned with Ofcom's Broadcasting Code, which sets out clear timescales for acknowledgement and resolution.

An Advisory Panel meetings will provide an additional structured channel for raising concerns or proposing new ideas. Summaries of actions taken in response to feedback will be shared publicly via our website and annual report, ensuring transparency and accountability.

By embedding feedback into our governance, Radio West London will ensure the service evolves in line with community needs, while maintaining compliance and trust.

## 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	Radio West London
Service Description	<p>Radio West London will serve residents across the London boroughs of Ealing, Hillingdon, Hounslow, Hammersmith &amp; Fulham, Brent, and Harrow. The target audience is people of all ages and backgrounds with a focus on underrepresented voices, including minority ethnic communities, young people, and those engaged in local culture, enterprise, and community development.</p> <p>The station will serve West London, covering the communities within the transmission footprint of the City West Digital small-scale multiplex, including Ealing, Hillingdon, Hounslow, Hammersmith &amp; Fulham, Brent, and Harrow.</p> <p>Radio West London exists to provide a platform for local voices, culture, and enterprise across West London. It promotes social gain by delivering training, access to broadcasting, and opportunities for discussion, while strengthening links between communities and reflecting the diversity of the area.</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</li></ul>

	<p>person providing the service, and</p> <ul style="list-style-type: none"> <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	
Multiplex	City West Digital – West London (Small-Scale DAB Multiplex)

## 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).

The Compliance Contact (Sutish Sharma) has overall responsibility for ensuring compliance. He has prior experience in radio broadcasting, training, and community media (2002 - 2015)

This includes direct responsibility for content compliance under the Ofcom Broadcasting Code while involved with previous projects (1997-2012).

He has undertaken formal training on broadcast compliance through Ofcom and community media sector bodies (e.g. Community Media Association guidance, Ofcom webinars and workshops).

He remains up to date with Ofcom's Broadcasting Code, BCAP Code, and Premium Rate Services regulation. (2015-2024)

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

The Compliance Contact, **Sutish Sharma**, has over 15 years' experience in broadcast media, training, and community radio projects, including oversight of compliance procedures.

Between **2007–2015**, involved in community and student radio projects where responsibilities included ensuring programming adhered to Ofcom’s Broadcasting Code, particularly around fairness, accuracy, and harm & offence.

From **2012–2020**, delivered training workshops in broadcast journalism and media law at higher education level, embedding compliance knowledge (impartiality, due accuracy, and editorial responsibility).

From **2020–2024**, contributed to community radio and media projects in West London, with direct responsibility for content checks, complaints handling, and volunteer training against Ofcom’s codes.

Ongoing professional development has included reviewing Ofcom’s **Broadcasting Code**, the **BCAP Code**, and attending webinars and training sessions run by the Community Media Association and Ofcom.

- 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.

**Compliance Officer (overall lead)**

Responsible for ensuring all programming adheres to Ofcom’s Broadcasting Code, the BCAP Code, and other relevant regulations. Oversees compliance training, handles complaints, and has final authority on editorial decisions relating to compliance.

**Programme Manager**

Responsible for daily scheduling and ensuring all pre-recorded content is reviewed and approved before broadcast. Provides guidance to producers and presenters on compliance requirements and ensures programme logs are maintained.

**Producers/Presenters**

Responsible for applying compliance rules during live and recorded broadcasts, including managing phone-ins and discussions. Expected to flag potential issues to the Compliance Officer and operate within established compliance procedures.

**Volunteer Coordinator**

Ensures all volunteers complete compliance induction before participating. Maintains training records and provides ongoing mentoring to embed compliance awareness across the team.

**Technical Support**

Responsible for ensuring systems are in place to support compliance (e.g., audio delay for live shows, logging of output, archiving recordings for 42 days). Works closely with the Compliance Officer to ensure compliance infrastructure is functioning at all times

- 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.

All staff, volunteers, and presenters will be required to undergo **formal compliance training** before being permitted to broadcast. The training will cover Ofcom's Broadcasting Code, the BCAP Code, and the applicant's internal compliance policies.

**Training structure:**

**Induction training (mandatory):** A structured session for all new staff and volunteers, covering Ofcom rules on harm and offence, fairness, privacy, impartiality, sponsorship, advertising, and safeguarding children.

**Role-specific training:**

**Compliance Officer:** Advanced training in interpreting Ofcom's rules, decision-making, and complaints handling.

**Programme Manager & Producers:** Training in content review, logging procedures, and editorial compliance checks.

**Presenters:** Practical workshops covering handling live callers, avoiding defamation, and preventing inappropriate or offensive material from being broadcast.

**Practical exercises:** Scenario-based workshops (e.g., dealing with potentially offensive material, political impartiality, live debate management).

**Ongoing development:**

Refresher training at least twice per year.

Updates circulated whenever Ofcom publishes revisions to its Codes.

Peer reviews and shadowing opportunities for volunteers to build confidence before live broadcast.

**Monitoring & records:**

Attendance and progress will be tracked in a compliance log, ensuring all active contributors have up-to-date training. This will form part of the station's evidence of compliance for Ofcom.

- 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 – the compliance training described will be **mandatory for all staff, volunteers, producers, and presenters** before they are permitted to broadcast or contribute content.



This ensures that everyone involved in the service understands and applies the requirements of the Ofcom Broadcasting Code, the BCAP Code, and the applicant's internal compliance policies.

The only exceptions will be **administrative or technical support staff** who are not directly involved in content creation or broadcast. However, even these staff members will receive a **basic compliance briefing** to ensure awareness of the regulatory framework and their responsibility to escalate any concerns.

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.

Radio West London will implement robust systems to ensure all live content complies with Ofcom's Broadcasting Code and related rules.

**Pre-broadcast preparation:**

All presenters and volunteers must complete mandatory compliance training before going on air.

Presenters will be briefed before each live show on expected standards, including treatment of sensitive topics, impartiality, and avoidance of offensive language.

Guests will be given clear on-air participation guidelines in advance, including rules around language, defamation, and political neutrality.

**During live broadcast:**

The plan is for a short time-delay system will be used during live shows to allow producers/presenters to prevent non-compliant content from being broadcast.

Presenters will be trained to manage phone-ins and live discussions, with authority to cut off or fade down contributors who breach compliance standards.

A Compliance Officer or Programme Manager will be contactable during all live programming to provide immediate advice and escalation if required.

**Swift action in case of issues:**

If potentially non-compliant material is broadcast, the presenter must immediately apologise on air and clarify the station's position.

The incident will be logged and referred to the Compliance Officer for review.

Corrective action, including editing recordings or removing clips from online platforms, will be taken promptly.

Refresher training will be given to any presenter or volunteer involved in a breach.

**Monitoring:**

All live broadcasts will be recorded and logged for 42 days in line with Ofcom's requirements.

Logs will be reviewed periodically to ensure compliance standards are consistently upheld.

This combination of preparation, live control measures, and post-broadcast monitoring ensures that Radio West London can manage live output responsibly and minimise risk of non-compliance.

- 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.

Radio West London will apply strict procedures to ensure all pre-recorded material complies fully with Ofcom's Broadcasting Code, BCAP rules, and other regulatory requirements.

**Review and approval process:**

All pre-recorded programmes will be reviewed in full by the Programme Manager or a designated compliance-trained producer before being scheduled for broadcast.

Content will be checked against Ofcom's rules covering harm and offence, due impartiality, fairness, privacy, political balance, advertising, and safeguarding children.

A compliance checklist will be completed and signed off for each pre-recorded item before transmission.

**Third-party or syndicated content:**

Any third-party material (e.g., community partnerships, external contributors, or syndicated shows) will be required to meet the same compliance standards.

Providers must sign a content agreement confirming they understand and will comply with Ofcom's codes.

All third-party material will be reviewed before broadcast, regardless of its source.

**Editing and corrections:**

Where issues are identified, material will either be edited to remove the problem or returned to the contributor for correction.

Non-compliant material will not be broadcast under any circumstances.

**Monitoring and record-keeping:**

All pre-recorded material will be logged and stored for at least 42 days.

Any concerns raised post-broadcast will be reviewed immediately, and corrective action (such as editing or removal from online platforms) will be taken.

This system ensures that no pre-recorded content is broadcast without **formal compliance clearance**, and that third-party contributors are held to the same regulatory standards as in-house producers.

- 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.

**a) Monitoring delivery of the character of service**

Radio West London will maintain a **Key Commitments Tracker** that maps each commitment (community focus, diversity of output, social gain, training, participation, accountability) against the actual programming delivered.

Programme logs, schedules, and training records will be reviewed to ensure broadcast content reflects the commitments.

**b) Responsibility for monitoring**

The **Compliance Officer**, supported by the Programme Manager, will have overall responsibility for monitoring Key Commitments. Reports will be reviewed by the Board of Directors quarterly.

**c) Frequency of monitoring**

**Monthly internal checks** of programming schedules and output logs.

**Quarterly reports** compiled for the Board of Directors.

**Annual review** as part of the station's published report to the community.

**d) Publication of information**

Monitoring results will be summarised in an **Annual Report** that sets out how Radio West London has delivered on its Key Commitments, including examples of programming, training activities, and community participation achieved during the year.

**e) Where the information will be made publicly available**

The Annual Report will be:

Published on the station's website (with free public access).

Shared with Ofcom as part of routine compliance.

Made available at community forums and through partner organisations to ensure transparency and accountability.

This approach ensures that Radio West London not only meets its Key Commitments but also provides **visible and measurable evidence** to Ofcom and the community it serves.

- 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.

**a) Monitoring delivery of social gain activities**

Radio West London will maintain a **Social Gain Log** to record all off-air activities, including training workshops, school/college outreach, volunteer recruitment, and community partnerships. Each activity will be logged with details of participants,

outcomes, and alignment with Key Commitments. Feedback will be collected from participants to measure impact.

**b) Responsibility for monitoring**

The **Volunteer & Training Coordinator** will maintain records of social gain activities, supported by the Programme Manager. Oversight and review will sit with the **Board of Directors**, ensuring accountability.

**c) Frequency of monitoring**

**Monthly updates** recorded in the Social Gain Log.

**Quarterly reviews** by the Board of Directors to assess progress and outcomes.

**Annual review** forming part of the published Annual Report.

**d) Publication of information**

Data on social gain activities will be summarised annually, highlighting training numbers, demographics of volunteers, community outreach achieved, and testimonials.

**e) Where information will be published/made publicly available**

In the **Annual Report** (available on the station website).

Shared via newsletters, social media, and community forums.

Copies available on request at the studio and at local partner venues (e.g., community centres).

This system ensures that Radio West London not only documents its off-air social gain but also shares the outcomes transparently, reinforcing trust with both Ofcom and the community.

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

The primary language of broadcast will be **English**.

However, Radio West London may also include occasional programming, interviews, or community features in other languages widely spoken in West London (e.g. Punjabi, Hindi, Urdu, Polish, Somali, or Arabic), where this supports engagement with minority groups and strengthens community inclusion. In all cases, compliance oversight will remain in English to ensure adherence to Ofcom's codes and rules.

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.**

The primary language of broadcast will be **English**, and all members of the compliance team are fluent in English. Compliance oversight, training, and monitoring will therefore be carried out entirely in English to ensure adherence to Ofcom's codes and rules.

For any occasional programming, interviews, or community features delivered in other community languages (e.g. Punjabi, Hindi, Urdu, Polish, Somali, Arabic), the following safeguards will apply:

At least **one compliance-trained producer fluent in the relevant language** will review and approve content prior to broadcast.

Where such fluency is not available in-house, material will either be translated into English for compliance checking or broadcast in English with summaries/interpretation provided.

The **Compliance Officer** will retain ultimate responsibility for ensuring all output, regardless of language, complies with Ofcom's codes.

This structure ensures that compliance standards are upheld for all content, with English as the baseline for monitoring and regulatory accountability.

# 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 Broad-casting 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 prop-er 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:**

SUTISH SHARMA

**Date of application:**

6<sup>th</sup> September 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](#).**