

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):

Phoenix Radio

Proposed service name:

Phoenix 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)

Halifax

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

Howard Priestley
c/o Phoenix Radio Suites 123-125, 1st Floor, E Mill,
Dean Clough, Halifax HX3 5AX
01422 365923
sales@phoenixfm.co.uk

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):

Phoenix Radio

2.2 Company registration number stated on Companies House:

04322133

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:

Suites 123-125, 1st Floor, E Mill, Dean Clough, HX3 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	Howard Priestley
Job title	Studio Manager / Director
Address	Suites 123-125, 1 st Floor, E Mill, Dean Clough, HX3 5AX
Telephone	01422 365923
Mobile	07810 864752
Email	Howiep56@gmail.com

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

www.phoenixfm.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.

Grants and service level agreements, roadshows, fundraising and advertising

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
Howard Priestley	Suites 123-125, 1 st Floor, E Mill, Dean Clough, HX3 5AX	UK	N/A	Part-time support worker
Graham Bradley	Suites 123-125, 1 st Floor, E Mill, Dean Clough, HX3 5AX	UK	N/A	Proud Home Properties
Steven Andrew Wilson	Suites 123-125, 1 st Floor, E Mill, Dean Clough, HX3 5AX	UK	N/A	N/A
George Herbert Smith	14a Chancery Terrace Halifax HX3 0SB	UK	Serif Systems Ltd. (IT Company)	Serif Systems Ltd
Adrian Mark Woods	55 Sandhall Green Halifax HX2 0DR	UK	On-Trak Karting	On-Trak Karting

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	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
Comments				

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

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
N/A	N/A	N/A

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

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

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

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

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

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

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

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

Name of body corporate identified in response to question 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	N/A
Comments				
I have no reason to suspect the existence of any beneficial owners.				

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; ²	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

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
CR000022BA	N/A

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

Yes

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

Licence number	Name of service or multiplex
CR000022BA	Phoenix 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
14/11/2001 to present	CR000022BA	Phoenix 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
CR000022BA	Phoenix 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
N/A	N/A

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

No

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

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

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

No

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

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

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

No

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

No

- 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?

Phoenix 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.

Halifax

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

Suites 123-125, 1st Floor, E Mill Dean Clough Mills, Halifax HX3 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.

Simulcast for Phoenix Radio CR000022BA

- 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.**

Over the last 5 years Phoenix Radio has developed in new, innovative ways which has seen the station win local and national awards. Halifax has a history of innovation and a thriving voluntary sector of which we are part of. We celebrate our town in many ways and our station is a micro-community made up of different ages and abilities sharing their skills, selflessly for the betterment of others.

Phoenix Radio is a Halifax-based community radio station with a specific Calderdale flavour. A number of vital locally-based organisations have worked on radio-based projects or created their own radio shows. We have supported individuals with additional needs, be they physical disabilities or mental health matters. We are involved with Primary, Secondary and SEN Schools. The Department of Work & Pensions awarded the station the Disability Confident Committed kite-mark and as well as this we have always been dedicated to offering support and opportunities to young people in the area. In 2019, the station realized that its broadcasting needed a formally-expressed plan (to sit alongside our Business Plan), to articulate to all presenters, partners and colleagues how Phoenix Radio promotes community cohesion and celebrates individual achievement in the Borough and also to make it easier for residents to engage with Phoenix Radio's broadcasts and become part of its output.

This summary hopefully highlighted how Phoenix Radio is not only broadcasting a wide range of content (generalist and specialized) reflecting local interests but has contributed significant output towards projects that support vulnerable and unheard voices in the Borough, giving further confidence and a platform on which to be heard. We are integral to the Borough's arts scene. Phoenix Radio's location gives renewed opportunities to support the area's artistic and business communities and feel that radio remains a powerful, stable and trusted medium to creatively reach the area's listenership and businesses. Halifax is currently experiencing many positive cultural elements to its, already notable historical identity and as well as becoming a highly sought-after location for both film and television it is expanding to become a northern venue for top music acts. That links well to many of our community-based activities as we are very keen to embrace the historical references made in the television dramas and explore the town's history with children and their families. Again, I feel that this is something that community radio does well.

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

We are registered with Companies House as a not-for-profit organisation and as such we have always complied with their regulations. Constant applications for grants and continuing service level agreements, roadshows and fundraising activities have always been successful as is reflected in our annual accounts. Our annual OFCOM financial report also indicates this balance since we began broadcasting. We run bespoke training for groups and individuals and run grant funded projects and are eligible for the Council's Discretionary Rates. In the past we have secured advertising with several local services such as the Early Years Service, Health adverts around young people and Road Safety to produce advertisements with a local content which gives us a means of delivering social gain. We provide advertising time not only to businesses but to other endeavours that can benefit groups and individuals in ways other than monetary gain and because we are a not-for-profit organisation, governed by OFCOM, we offer businesses very competitive advertising and sponsorship rates. It has been very difficult to raise much in the way of advertising revenue and so we have approached businesses through corporate responsibility as a way of letting the community know more about the social responsibilities of companies. We aim to offer unique corporate communication training workshops for companies based around the teamwork and individuality required to develop radio programmes and advertisements in an entertaining and dynamic way. Another proposal is, as an alternative to written Annual Reports or other company reports, we will offer Audio Reports that can be transferred to other devices so that they can be listened to whilst people are on the move. This can save time and impacts on both our and their carbon footprints. Any profit has always been wholly and exclusively used for securing or improving the future provision of our service and we intend this to be our continued strategy.

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.

We will work with people ranging from young people with autism, people with physical disabilities or mental health problems, adults recovering from alcohol misuse and older people with illnesses such as Parkinson's. People who are unemployed will come to gain work experience and retired people will volunteer and become presenters or help in the background.

We have always prided ourselves on seeing the change in people once they have been given an opportunity to express themselves. Often these people are those who, through no fault of their own, have found themselves on the outside of the community and isolated from the mainstream. We work with 2 local SEN schools, the Compass School and Ravenscliffe High School and several of the Secondary Schools use the station to offer work placement experience as well as requesting individuals, who may be experiencing problems at school, to come to us for alternative education. In partnership with Calderdale Council, Phoenix Radio will work together during Children's Mental Health Week to raise peoples' awareness of the issues affecting young people and create a platform where their voices can be heard. Guests from various organisations will come in throughout the week. As well as our commitment to young people, we will offer work

placements for older unemployed people. Community Radio is ideal for older people who have their roots in the community to be able to rebuild their confidence after redundancy or ill health. We also see this as a way of combating isolation and depression. We will support older people showing early signs of Dementia as well as combating isolation by meeting with people and recording their memories of growing up in Halifax. Radio is an effective way of supporting personal development, communication skills and confidence building. Broadcasting can help mental and emotional health and we will continue to run a nightly section between midnight and 8am, the intention of this service is to fill a gap at a time of day when people may be feeling more vulnerable and less supported. This is one of radio's unique selling point and shows a very personal way that radio can become a friend in someone's life when it is most needed. The content will include appropriately chosen music which augments advice, support lines and stories from other people who have been affected by mental health so that others facing a similar crisis can listen to how someone else overcame it. Helpline contact details will be played throughout the night as well as information about professional agencies who can offer advice and support, for example Healthy Minds and Andy's Man Club. Through radio and other connected media, set up by the organisations we work with, we intend to reduce incidents and promote positive mental health in local communities and in so doing strengthen the support network around individuals.

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

As a snapshot, during International Women's Week, we will welcome guests who provide a local context to a national celebration. We will add locally related features every year during Black History Month and will reflect on the importance of local businesses and their social impact on our history. A cumulative archive of programmes from 1999, preserving interviews with local artists and project-workers will also be broadcast. We will continue creating a 12 months calendar relating to local and national/international activities and issues. This will help to direct some content of shows. Working with Calderdale Council's Voices & Influence Team will support people to express themselves through various creative means from posters, booklets to audio presentations. The impact is powerful because the finished messages always comes from young people themselves and reaches decision makers when young people have been supported to become confident enough to do their own presentations. Outcomes are developed in advisory panels, predominantly made up from young people with the relevant life experience. Groups assess the final product and make changes where necessary. As with other projects this partnership develops practical skills as well as judgment.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. **Answer in fewer than 400 words.**

We will engage students on Music Technology, Drama Courses and Art & Design at Calderdale College. Groups of up to 6 young people at a time will engage in radio workshops to increase personal and social development through activities at a full-time radio station, linking ICT and English via Music Technology. Learning will take place at Phoenix Radio's studios, using audio software and radio equipment, young people will create a radio show made up from their own songs / an interview / promotional adverts and jingles. Mentoring will include lyric writing, recording their songs and communication skills when being interviewed about themselves and their music (to assist in their

confidence-building). The project will allow people the opportunity to work in the medium of radio, and to develop skills transferable to other areas of training and social situations. It also gives training to people who may be musical but who are not familiar with radio equipment, to capture their creativity and self-expression.

RadiCal (Radio in Calderdale Drama) will support people to develop stories as radio plays with sound effects and incidental music added. Completed stories will be broadcast on Phoenix Radio. As well as encouraging creative writing there will be opportunities for technical development, creating original music and acting. This is part of developing longer-lasting strategies to help benefit people's education and employment chances. We have noticed a significant, positive change in the behaviour and emotional wellbeing of people who have been given time to work with us and this can enhance their prospects for a happy and healthy future with a more positive outlook. It is an ideal forum to look at positive directions: by speaking to people and hearing their stories inspires others. It can also lead to a form of resolution for some. We encourage people whose early development may have had childhood disruption but who have shown resilience and chosen to stand up and turn their experiences into a positive, to reflect on their journey and give other people a stronger attitude to life. We also encourage people to explore different ways in which to communicate their feelings, resolve their problems, to not be worried about speaking out about themselves and be proud of themselves as individuals.

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

Our supporting for the communities of Halifax is not only with on air but also off-air activities. Our station links diverse communities and find ways in which support can be given where required. Our activities encourage people to lift barriers that may exclude them, making full use of local resources by offering both training in IT and broadcasting skills. Our broadcast gives information about training and employment opportunities in communities. By encouraging representatives of community groups to come on to our programmes to discuss the work they do to eradicate problems from their communities, we support stronger communities. We offer regularly transmitted advice and information, interviews and pre-recorded public service announcements that can be aired 24 hours a day. Outcomes are reached through individual and group work. Discussions with organisations who support people with learning and/or physical disabilities, as well as people with mental health issues continues to be developed with opportunities being requested. Our station links closely with many other local Voluntary Sector organisations that have brought volunteer workers to us as well as a network of local schools, colleges, Universities and community groups.

- 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.**

One Director has experience at BBC Radio Leeds, Five Live and other local stations and has a Degree in Public Media/Sociology. Another holds a BA Hons In Fine Art, a PGCE in post-16 teaching as well as a Yorkshire & Humberside Youth Worker qualification. A third has 40 years experience working in the youth and community sector and in 2007 received an MBE in the Queen's New Years Honours List in recognition of his community work. Amongst our presenters are one with a Teaching Degree from Sheffield University, Senior teacher, student and NQT mentor. Parish Church PCC and lecturer at Percival Whitley College. Another teacher has an Honours Degree and a PGCE and has taught for 30 years. A volunteer with autism graduated at York University with a BA honours Degree and volunteers at a Dementia cafe every month spending time with the dementia community.

One other graduated from BBC Broadcast Training Academy's Project Management programme and Home Officer Emergency Planning College and has a history of Technical Operations and Sound Design for Television, Radio, Audio Visual and Public Address as well as Radio and Broadcast engineering. Finally another presenter graduated with a BA Hons in Media and Television Production.

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.**

Specialist programmes will be scheduled to serve local minority ethnic groups who express an interest in developing material for broadcasting. It will be important to recognise the changing social landscape of Halifax. Opportunities for requested shows will be assessed and provided. The station's intention is to have a professional environment in which people can develop their individual skills while making full use of local resources to instil pride not only in themselves but in their community. Community representatives will be invited to discuss local issues and community groups will have an opportunity to develop programmes that reflect their community. Community organisations and voluntary groups will be invited to discuss their work and, as in the past, can lead to their own programmes where they manage their own output. The output will be open for e-mails and other social media channels to be sent, the content of which can be added into any live discussions. We will continue to build on existing links and seek to enhance the socio-economic development of Halifax through various training projects. Phoenix Radio will strive to ensure that training opportunities are open to those who have been discouraged by poor educational attainment, a disadvantaged home background or lack of money, social connections, work or otherwise social excluded. An in-house placement which will give meaningful experience to people who would not normally have the opportunity to work in any form of media. The training for volunteers is open to learners of all ages, abilities and cultural backgrounds who will be able to either volunteer their services as presenters, community reporters, or in production. We are attracting people who may have retired or taken early retirement, students, full-time parents and unemployed individuals for our daytime shows. The station and its training schemes will aim to mobilise local groups, address those issues that create exclusion while emphasising the benefits of integration and inclusion in its many forms. The station will not only serve the wider community of Halifax 'on air' but also the smaller communities with off-air activities such as training to develop skills in members of hard-to-reach-groups. Linking diverse communities and finding ways in which to support will be given where required.

Accountability

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

The station will put adverts on the radio with key numbers and contacts through telephone, email, twitter (x), Instagram and Facebook. These are monitored regularly to flag up any interested parties or individuals and groups wishing to participate in the output either as a guest or as a presenter. Outdoor events are also a way that people can approach our presenters in a less formal way. Opportunities to join the committee will come through the AGM and existing

members will be offered the opportunity to stand down once a replacement has been found or someone has expressed an interest in joining the committee.

Regular monitoring of the service will be done through telephone responses, e-mails, surveys and questionnaires. A section in which to leave comments is included on the station's website. Updated lists of guests and items for broadcasting will be discussed at programming meetings to ensure equality of opportunity is in place.

There is an annual AGM and we publish an annual report.

We will develop sub-groups. This comes about by interest shown through initial volunteer forms that ask what areas outside of presenting volunteers would be interested in undertaking such as studio managing, health & safety, programme planning, promotions. Regular reports will be given to the station management committee who will advise on any changes that have been recommended.

- 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.**

If the suggestions and/or criticisms from members of our target communities comes through any of our social media channels they will be assessed by the social media team and then reviewed by the Station manager and Directors. However, despite a swing towards social networking and Internet based information, clearly there is a huge percentage of the population who may not have the money or the means to use new technology. Throughout changes in how information is given over the last 100 years, radio has proved to be one of the most constant means. Regular meetings both within Phoenix and with external groups would help to maintain quality of delivery through maintaining ongoing recruitment of participants/volunteers. There is always a risk when creating electronically based information that it remains available on the Internet after it has become redundant. Misinformation from other media can reflect on public perception but by including direct links to the station this can be alleviated. Therefore, meetings with the individuals or groups will be offered to discuss the nature of the suggestions or criticisms and how they can be resolved through suggestions which comply with the station's key outcomes.

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	Phoenix FX
Service Description	<p>Phoenix FM is a radio service intended to serve individuals highlighting issues which affect them and provide up-to-date community affairs information. We will ensure training opportunities are open to those who have been discouraged by poor educational attainment, a disadvantaged home background or lack of money, social connections or work.</p> <p>We broadcast to the over 25's market, although it is inter-generational as under 25's present and participate in our placements and volunteer programme though and we support all groups within Halifax taking into account the diversity of cultures and faiths.</p> <p>Halifax is a small town in West Yorkshire. There have been many important families that lived here who not only changed the town but shaped the future for the world. Halifax is a town of invention and didn't just do things on a local level but on a world stage.</p> <p>Maintaining links and seeking to enhance the socio-economic development of Halifax connecting with minority ethnic groups, organisations supporting people with learning and/or physical disabilities, people with mental health issues, various charities, community organisations and voluntary groups through training and broadcasting</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">• the facilitation of discussion and the expression of opinion,

	<ul style="list-style-type: none"> 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. <p>Members of the target community shall contribute to the operation and management of the service.</p> <p>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</p>
Transmission Schedule	24 hours
Multiplex	Halifax (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).

Howard Priestley, Phoenix Radio Station Manager 2008 to present, created a Radio Skills Training Booklet in 2006. Initially created for BCB (Bradford Community Broadcasting), the booklet has been updated regularly to reflect changes in broadcasting and includes reference to The Ofcom Broadcasting Code, The BCAP Code: the UK Code of Broadcast Advertising and the Regulation of Premium Rate Services Order and the difference between commercial and community radio.

- 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.

As a qualified youth worker and teacher Howard Priestley has supported many people to be a part of what is a unique community resource and worked intensely with the community of Halifax to ensure that all sectors have equal access to the station and has implemented all of his experience into Phoenix Radio. He developed NOCN Training for BCB Radio in Bradford, been responsible for maintaining Phoenix' policies and procedures. Developed the Asdan Youth Achievement Award at Phoenix which included an understanding of The Ofcom Broadcasting Code as many students would be given the opportunity to broadcast. Between 2015-2018 he represented radio on an advisor panel as part of Leeds Trinity University's Media Degree Courses and between 2008 – 2019 he ran Radio Skills workshops at Greenhead College, Huddersfield, which again included an understanding of the Ofcom Broadcasting Code especially as students would again be given the opportunity to broadcast and to understand the difference between commercial and community radio. From 2023 he has been developing links with Calderdale College including offering placements on T-Levels courses and as before it will be important that students understand the Ofcom Broadcasting Code, The BCAP Code: the UK Code of

Broadcast Advertising and the Regulation of Premium Rate Services Order and the difference between commercial and community radio.

- 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.

Volunteer co-ordinator – To work with new and existing volunteers at Phoenix Radio, ensuring that they understand their rights and responsibilities to work to their strengths. Also to give support and training alongside the training supervisor ensuring that they have an understanding of the proposed service

Training supervisor – To develop training sessions to volunteers and presenters on the use of the studios, radio presentations, technical skills and how their output complies with the proposed service including the Ofcom Broadcasting Code, The BCAP Code: the UK Code of Broadcast Advertising and the Regulation of Premium Rate Services Order. The training schemes will aim to mobilise local groups, address those issues that create exclusion while emphasising the benefits of integration and inclusion in its many forms.

Programme manager – to be responsible for creating an 80% music and 20% speech output in keeping with the station's key commitments whilst ensuring compliance of the proposed service. The broadcast will consist of popular music from 1950 to present times and specialist genres ranging from Asian, Rock, Dance, Soul and local music. Speech programming will include interviews with local personalities, information about local events and arts, drama, music, local news items and pre-recorded items reflecting the community.

Social Media Administrator – responsible for the ongoing development of the Phoenix website, keeping the website updated and used as the station's 'shop window'. They will also increase the use of our social network platforms, Twitter (X), Facebook, Instagram, working alongside presenters and management to ensure a constant flow of up-to-date information is given to the audience ensuring compliance of the proposed service.

Marketing/Publicity Officer – will establish stronger links with existing local community organisations to encourage co-marketing strategies and seek to enhance the socio-economic development of Halifax through both on-air and off-air activities to ensure compliance of the proposed service, raising awareness of Phoenix's USP (Unique Selling Point) within the community.

- 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.

Howard Priestley, Phoenix Radio Station Manager created and has maintained the station's Radio Skills Training Booklet to reflect changes in broadcasting and includes reference to The Ofcom Broadcasting Code, The BCAP Code: the UK Code of Broadcast Advertising and the Regulation of Premium Rate Services Order and the difference between commercial and community radio. This will be given to those presenters involved in live programming and note that these presenters act as their own producers. As well as being given hard copies, digital forms will be made available, and we will ensure that anyone requiring studio-based workshops will be given the opportunity. Compliance staff

will also be given the same options as well as being directed to <https://www.ofcom.org.uk/> for further information

- 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

- 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.

Presenters involved in live programming will be given hard copies or digital forms of the station's Radio Skills Training Booklet which includes reference to The Ofcom Broadcasting Code, The BCAP Code: the UK Code of Broadcast Advertising and the Regulation of Premium Rate Services Order. They will also be given a copy of the station's rules and regulations, a copy of which is on display in both studios. It is the responsibility of the presenter to inform his or her guest of the rules. Should any non-complaint content be used it is also the responsibility of the presenter to apologise on air to help to counter a formal complaint and decide whether the guest should be allowed to continue.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

Any pre-recorded material, be it content produced by the licensee or from a third party source must be checked before going on air to ensure that they are fully aware of the Ofcom Broadcasting Code. They will also be given a copy of the station's rules and regulations.

- 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.

The Station Manager will be responsible for ensuring the delivery and compliance is in keeping with the station's key commitments. This will be done monthly and recorded in the minutes of the Directors' monthly meetings. Because Social media platforms are a way that information can be disseminated albeit in a less formal way the output will be made available in compliance with General Data Protection Regulation (**GDPR**). Community representatives will be invited to discuss local issues and programmes during the day will contain a number of local features and guests from various charities and voluntary groups who will be invited to discuss their work. A diary and signing in book will be kept as ways of noting how many guests are coming in.

- 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.

The delivery of off-air social gain activities will be monitored by phone calls / visits/ emails / text messages

The Station Manager will be responsible for monitoring this and it will be done monthly and the information will be recorded in the minutes of the Directors' monthly meetings. In compliance with General Data Protection Regulation (**GDPR**) we would not be able to make certain information publicly available. However, Social media platforms are another way that information can be disseminated albeit in a less formal way.

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 members of the compliance speak 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 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:

HOWARD PRIESTLEY

Date of application:

21/08/25

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

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