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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

**Severnside Digital Radio CIC**

Multiplex licence area being applied for (note this must be a small-scale multiplex area currently being advertised by Ofcom):

**Clevedon, Avonmouth and Filton**

Contact details for Ofcom:

**Nick Piggott, Director**  
Email: [nick@severnsidedigitalradio.org](mailto:nick@severnsidedigitalradio.org)

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# 1. Overview

You should complete this form if you are applying for a small-scale radio multiplex licence. You can find further information about small-scale radio multiplex services in the [Guidance notes for applicants and licensees](#).

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

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

## The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a ‘small-scale radio multiplex licence’). A small-scale radio multiplex service is the means by which DAB digital radio stations (‘digital sound programme services’) are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.
- 1.3 You can find more information about small-scale radio multiplex licences in Ofcom’s published [guidance notes](#) for licence applicants and licensees. This document also includes detailed instructions on how to complete the application form, and information on the next steps in the application process. Please read this guidance and the ‘frequently asked questions’ carefully before completing both parts of the application form.

## Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 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 applications

- 1.6 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Part B of the application form will remain confidential. Non-confidential responses to any clarification or amplifications will also be published on the Ofcom website, alongside the Part A application form. Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.7 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee (as required on the cover of this 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 we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.8 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

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

## Keeping up to date with broadcasting matters

- 1.10 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.11 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.
- 1.12 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

## 2. Extent of proposed coverage area

### About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

- 2.1 Provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

We have focused our initial commitment on covering the majority of the urban and suburban parts of South Gloucestershire (Bradley Stoke, Patchway, Filton) and western parts of the City of Bristol (along the Portway, Westbury, Southmead, Horfield).

The defined area does not include about half of suburban South Gloucestershire (Frenchay, Downend, Emersons Green, Lyde Green), which has been placed within the East Bristol area. This is not a good fit with the social and physical geography of the area, and would exclude audiences from services targeting South Gloucestershire.

Through coordination with our city colleagues in Bristol, we have decided to extend our coverage to make sure that those areas of suburban South Gloucestershire falling within the East Bristol area will be covered by us. This fits better with the general social geography of South Gloucestershire, with Bradley Stoke as a significant centre, and ensures that everyone in the region receives high quality small scale DAB signals.

This initial coverage area includes all of the existing coverage of Bradley Stoke Radio (the only analogue community broadcaster licensed in the area) and also covers much of the student community of UWE, both on and off the Frenchay Campus.

We are aware that we are not yet providing coverage to North Somerset (Nailsea, Backwell, Clevedon, parts of Portishead). As there is no community or local station currently in this area, and none of our service providers have identified it as a priority area, we have decided to concentrate our resources on the area north of the Portway initially.

Clevedon appears to be also covered by the proposed area for Weston-super-Mare, and this may be a more appropriate way of providing Small Scale DAB to the town.

Nevertheless, we have identified a transmission site that will reach the southern part of the defined area, and have left sufficient margin in our planning to add that coverage at a later stage.

## Sevenside Digital Radio

2.2 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB $\mu$ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the [Ofcom website](#).

2.3 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	HTZ Communications (V23.0.0 version 1456)
Detail the terrain model used by the software and its resolution.	Ordnance Survey Terrain 50m
Detail the ground cover (clutter) data used by the software and its resolution.	DEFRA and OSM at 50m
What propagation algorithm has been used?	Deygout 94
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	OFCOM provided population data used
Have your predictions been generated by a commercial organisation? If so, by whom?	Muxnet Limited

## 3. Ability to establish the proposed service

### About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information will be submitted in Part B.

In the first 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 small-scale radio multiplex 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 small-scale radio multiplex licence.

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).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

### Applicant's details

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

Sevenside Digital Radio CIC

3.2 Company registration number stated on Companies House (if applicable):

12866709

3.3 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:

Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol, BS32 9DA

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

Yes

3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

Full name	Nick Piggott
Job title	Director
Address	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA
Telephone	0330 229 1830
Mobile phone	07976 200 128
Email	nick@sevensidedigitalradio.org

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

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

3.6 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
James Witcombe	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA	United Kingdom	Director - Bradley Stoke Radio Ltd (community radio station) Director - Bristol Digital Radio CIC (small-scale multiplex applicant)	
Patrick Hart	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA	United Kingdom	Director - Bristol Digital Radio CIC (small-scale multiplex applicant)	Chief Executive - Bristol Community FM Ltd
Donald McTernan	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA	United Kingdom	Director - Ujima Radio CIC (community radio station) Director - Bristol Digital Radio CIC	Community Worker



Sevenside Digital Radio

			(small-scale multiplex applicant)	
Nicholas Piggott	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA	United Kingdom	Director - MuxNet UK Ltd (digital radio multiplex services provider)  Director - Radiate Ideas Ltd (Media technology consultancy)  Director - Bristol Digital Radio CIC (small-scale multiplex applicant)	Project Director, RadioDNS Ltd

3.7 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/A	

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

Full name of entity	Address	Affiliates
N/A		

3.9 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:

Full name of individual or body	Address	Affiliates
Bradley Stoke Radio Limited	Brook Way Activity Centre Brook Way, Bradley Stoke, Bristol BS32 9DA	None

3.10 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 3.9, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
None		

3.11 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 3.9, and their affiliates:

Full name of body corporate listed in 3.9	Body corporate controlled	Affiliates of body corporate controlled
None		

3.12 In relation to each body corporate identified in response to question 3.9, 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 body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. 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.

Name of <b>APPLICANT</b>	<b>Sevenside Digital Radio CIC</b>			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Bradley Stoke Radio Ltd	60	60	60	60
Ujima Radio CIC	20	20	20	20
Bristol Community FM Ltd	20	20	20	20
Comments				
None of the listed shareholders have shareholders				

### Involvement of the applicant in specified activities

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

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

## Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom?

**No**

3.15 Has the applicant held an Ofcom broadcasting licence before?

**No**

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

**Yes**

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
Current	CR000116	Ujima Radio
Current	CR000232	Bradley Stoke Radio
Current	CR000078	Bristol Community fm

3.17 Does the applicant control an existing Ofcom licensee?

**No**

3.18 Is the applicant 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**

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

Licence number	Name of service or multiplex
CR000232	Bradley Stoke Radio

3.19 Has 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**

3.20 Is 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**

Sevenside Digital Radio

3.21 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**

3.22 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence.

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

N/A

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

**No**

## Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:

Sevenside Digital Radio CIC is owned by Bradley Stoke Radio Ltd, with minority interests from the area's other community broadcasters, Ujima Radio and BCfm. BSR has broadcast to South Gloucestershire for over a decade and has strong links across the community. We believe that the primary aim for small-scale multiplexes is to enable affordable access to digital radio for local radio stations that provide public good. By forming a CIC we're in a better position to control our own destiny and ensure our local radio stations are on digital radio in perpetuity.

Sevenside Digital Radio CIC is a not-for-profit organisation that will distribute the surpluses from trading spare capacity on the multiplex back into the community, as dictated by its articles of association.

The members of the board bring considerable experience of broadcasting in the area, strong links across the community, and experience in commercial digital radio, having been involved in commercial multiplexes and digital radio stations.

As none of the members of Sevenside Digital Radio have significant DAB multiplex management experience, we approached long-term Bristolian Nick Piggott, who has been the de-facto manager of the Bristol Small Scale DAB trial and has significant DAB multiplex build and operation experience through GWR Group / GCap Media and World DAB, to help. In 2020, Nick created MuxNet UK Ltd with fellow DAB experts Gregory Watson and Matt Deegan.

### **Transmission Plan**

We are intending to build two transmission sites. One is at the existing Kings Weston site, and the other is at the University of the West of England. UWE have offered us access to the roof of their Business School at a notional cost as part of our partnership with Hub Radio, the student radio station for UWE.

In both cases, baseline infrastructure (power, connectivity, equipment space and mounting surfaces) is already present and offered to us to use. We will use commercially available transmission equipment from reputable suppliers and have made provision for a modulator, power amplifier, GPS synchronisation, filtering, feeder cable, mast, antenna, computing and networking equipment, UPS power and housings for each site.

We will locate the multiplexing equipment in a communications hub at UWE, with a 'hot backup' multiplexer at the Kings Weston and a similar backup at Muxnet's Network Operations Centre (for telemetry), thus reducing 'cloud' costs for multiplexing. Both sites have excellent IP connectivity, which we will supplement with our own 4G backup.

There is provision for usual site establishment costs relating to legal agreements and insurance.

### **Multiplex Management**

SDR has contracted with MuxNet UK to project manage the application, and if successful, oversee the build of the multiplex and transmitter network, liaise with Ofcom and service providers in the period to launch (including contract negotiations), and will oversee day to day multiplex management ongoing. MuxNet will also represent our spare capacity to the broader radio marketplace, and receive a monthly management fee from the launch of the multiplex and a profit-related bonus. This relationship guarantees us revenue to operate the multiplex whilst retaining ownership of the licence and transmission infrastructure.

### **Service Providers**

SDR has a business model that meets the aspirations of community radio and the desires of commercial radio, and with a cost efficient tariff structure. that offers discounts for local radio services. We have informed potential service providers of our proposed ratecard.

5 community and local stations are already signed up to the multiplex, with interest from 15 commercial stations, details of which are provided in part B.

In addition to full time services, SDR will also welcome short term 'pop-up' services.

On the basis of the level of identified interest, we are confident that carriage fee income will more than cover ongoing operating costs..

### **Sources of Funding**

We have (generously) budgeted capital expenditure for transmission equipment at £24,000, and expect to need a further £6,000 for pre-launch costs. We intend to apply for grant funding for around 50% of capital costs from sources like the National Lottery Community Fund, Arts Council England, South Gloucestershire Council.

MuxNet UK has confirmed it will (at least) match-fund the grant and provide all required funding necessary to establish and operate the multiplex. This will be in the form of an interest free loan which will be repaid from the operational surplus.

Muxnet's experience working with new entrants and radio groups on local multiplexes encourages us that we can fund much of the multiplex from these types of stations.

3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:

a) Share capital	£100
b) Loan stock	£0
c) Leasing/HP facilities (capital value)	£0
d) Bank overdraft SDR will operate a bank account, but does not propose to use overdraft or loan facilities.	£0
e) Grants and donations	£12,000
f) Other (please specify) - Loan funding by MuxNet UK	£18,000 (minimum)
<b>Total</b>	<b>£30,100</b>

3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

*✂ This information has been redacted by Ofcom for reasons of confidentiality*

3.27 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

Grant funding is subject to applications. Any shortfall in grant funding will be met by Muxnet UK Limited.

Funding from Muxnet UK Limited is confirmed.



## Relevant expertise and experience

- 3.28 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

We have signed a service contract with Muxnet UK Limited to handle all operational aspects of the multiplex, including representing our spare capacity to the wider industry.

Muxnet UK's directors are Nick Piggott, Gregory Watson and Matt Deegan. All three have extensive experience of all aspects of DAB Digital Radio. Nick has been deeply involved with the Small Scale DAB trials in several locations, as well as the Open Digital Radio project, and has decades of technical experience of Digital Radio, sitting on the Technical Committee of WorldDAB and contributing to the creation of technical standards and guidance papers. Gregory Watson has a deep experience of regulatory and business affairs, and has interests in other multiplex operating companies. Matt Deegan has been involved with strategic and commercial development of digital radio for many years, and leads on commercial opportunities.

Nick and MuxNet have worked to deliver a multiplexing and transmission solution that is good value, reliable and supported. The team has experience in a whole range of multiplex executions and we're confident they've created the best one for the company. MuxNet's principals also have significant experience in contracting for capacity with radio groups at a local and national level, this makes them the perfect people to represent our surplus capacity and to deliver on the company's business plan.

Muxnet UK will provide continuous technical support, support for service providers, manage legal and contractual compliance, and will sell spare capacity on the multiplex on behalf of Sevenside Digital Radio CIC. Muxnet UK Limited will contract any required specialist skills or resources to build, install and maintain the transmission equipment, and will take on responsibility for technical compliance.

3.29 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	Muxnet UK Limited	Small Scale DAB Trials, Local DAB multiplexes
Ongoing maintenance of the transmission equipment	Muxnet UK Limited	Small Scale DAB Trials, Local DAB multiplexes
Installation of the Multiplexing equipment	Muxnet UK Limited	Small Scale DAB Trials, Local DAB multiplexes
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)		

### Timetable for coverage roll-out

3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service:

We expect to be able to commission all three sites, representing all the planned coverage, 7 months after award.

We have allowed a large proportion of this time for technical liaison and clearance processes, recognising that there are a large number of small scale DAB sites in this first round, and we will be amongst the first groups to put this into practice.

In parallel to the technical track, we will be securing grant funding for capital equipment, and getting committed contracts from service providers.

We do not expect the legal process involved with securing site access to be significant in comparison to these other activities. We also expect suppliers to be able to supply stock items relatively quickly after purchase orders are submitted.

A Gantt chart of key project tasks is attached as APPENDIX 7

## 4. Involvement of C-DSP providers; demand or support from programme providers

### About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

### Involvement of C-DSP providers

4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex?

**NO**

4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

Bradley Stoke Radio Limited providing "BSRfm" (CR000232)

## Demand or support from programme providers

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

Our application is led by Bradley Stoke Radio, the established community broadcaster in South Gloucestershire, joined by analogue community radio licence holders in the local area, demonstrating our interest in and commitment to providing digital radio services to South Gloucestershire and Sevenside. We have offered carriage for C-DSP services at a token cost of £1 / year, but we have also defined a discounted access tier for “local” services which originate from and are primarily focused on our area of South Gloucestershire, North Somerset and the City of Bristol..

As a participant in the Bristol Small Scale DAB Trial, we have offered access to the locally based participants in the trial so that they can stay on-air.

Bradley Stoke Radio will broadcast on the multiplex, along with Hub Radio, the well-established student radio station at UWE, who will be our first digital only C-DSP licensee. We are also pleased to be offering the opportunity for the City of Bristol based community stations to keep reaching their audiences - Ujima Radio and BCFM.

We’re also pleased to bring innovative experimental music station, NOODS Radio, onto digital radio. NOODS are based in Stokes Croft, are a successful streaming service and a participant in the Bristol trial.

Our line up of 5 locally based, locally focused and diverse radio services will represent a significant proportion of the services on the multiplex.

## 5. Fair and effective competition

### About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there are two further questions relating to fair and effective competition in Part B of the application form.

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

Bradley Stoke Radio has been involved with the operation of the Bristol Trial Multiplex since its inception, and has contacted the existing trial service providers to offer carriage, as well as potential new service providers.

We have created and maintain a register of requests for capacity for services, and those requests are assessed equally on a 'first-come, first-served' basis. We will ask potential service providers to confirm their request every 6 months to protect their position in the queue.

We have published a tiered rate card and a standard carriage agreement, which will be made available on our website at [sevensidedigitalradio.org](http://sevensidedigitalradio.org). Our tiered rate card has defined a class of 'Local' radio service, and that tier will be offered to any qualifying service provider, subject to capacity limits.

We have provided a copy of our standard carriage agreement for all service providers.

## 6. Declaration

### About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
  - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 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;
  - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as 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;
  - iii) 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
  - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

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

NICHOLAS PIGGOTT

Date of application:

20th November 2020

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



Company director

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