
Small-scale radio multiplex licence

Application form – Part A (public)

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

North Norfolk Digital Limited

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

King's Lynn

Public contact details:

hello@northnorfolkdigital.uk / 03333 404 558

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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.

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).
- 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):

Our coverage plan is designed to cover the town of King's Lynn and the area to the east of the town.

With reference to the enclosed coverage plots, we aim to achieve a minimum field strength of 63 dB μ /m coverage within King's Lynn through the use of two transmission sites. Gayton is located on high ground 14 kilometres to the east of King's Lynn, providing coverage for the main routes of transit into King's Lynn from the east. To reinforce the signal within King's Lynn, a second site is planned on an existing communications tower located within the city centre.

Once we have an understanding of the longer term service demand and useable coverage, we will consider the introduction of additional transmission sites to extend the coverage into other areas within the polygon.

- 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 μ 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:

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Provide the name and version of the prediction tool used.	Spectrum-E (2020) from Spectrum Center
Detail the terrain model used by the software and its resolution.	SRTM dataset (25 meter resolution)
Detail the ground cover (clutter) data used by the software and its resolution.	Corine landsat data (25 metre resolution)
What propagation algorithm has been used?	ITU-R P.1812
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Spectrum-E does not support SFN power aggregation. Therefore, we have produced a composite coverage map showing the highest power received value at each point on the map. Areas receiving equal signal levels from two or more transmitter sites tend to benefit the most in an SFN, these being towards the centre of the polygon. At edges of coverage, the SFN behaviour may add 3 to 4dB. Accepting that coverage falls predominantly within the polygon, If required, any coverage excursion can be addressed by changes to the transmission system (power reduction / antenna revision).
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom provided population data has been used.
Have your predictions been generated by a commercial organisation? If so, by whom?	Our predications have been generated with the support of Spectrum Center and peer reviewed by other industry specialists.

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):

North Norfolk Digital Limited

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

13019352

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:

121 Blinco Grove
Cambridge
CB1 7TX

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

Yes/No (delete as appropriate)

If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B.

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	Stephen Paul Potter
Job title	Director
Address	121 Blinco Grove Cambridge CB1 7TX
Telephone	01223 318001
Mobile phone	07704 144300
Email	steve@northnorfolkdigital.uk

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 ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Anthony Geoffrey	4 Wingate Close	England	Cambridge Digital Radio Ltd. - Director	Radio Engineer

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

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Sayer	Cambridge CB2 9HW		– Media Company Cambridge Radio Ltd – Director – Media Company Mid-Anglia Media Ltd. - Director – Media Company (Dormant)	
James Beaumont Keen	Apartment 5, Churchill Place Victoria Street, St. Helier Jersey JE2 4TG	Jersey	Cambridge Digital Radio Ltd. - Director – Media Company Light Blue Media Cambridge Ltd. - Director - Commercial Radio Station	Pan-Island Station Director - Tindle CI Broadcasting Ltd.
Lawrence Albert Hallett	Terella, 565 Earlham Road Norwich Norfolk NR4 7TF	England	Auddessence Ltd. - Director – Broadcast Equipment Manufacturer Future Digital Norfolk Ltd. - Director – Media Company Norfolk Heritage Steam Railway – Director – Steam Railway preservation The NR5 Project – Director (charity t/a Futures Projects) – Social Inclusion Charity	Senior Lecturer Radio & Journalism, University of Bedfordshire. Consultant Broadcasting Authority of Ireland (Sound & Vision Scheme)
Michael John Stonard	337A Dereham Road Norwich Norfolk NR3 3UT	England	Future Digital Norfolk Ltd. - Director – Media Company Norwich Preservation Trust	None

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			<p>Ltd. - Director – Historic building preservation</p> <p>Norwich Regeneration Ltd. - Director - Construction</p> <p>The NR5 Project – Director (charity t/a Futures Projects) – Social Inclusion Charity</p>	
Stephen Paul Potter	121 Blinco Grove Cambridge CB1 7TX	England	<p>Boffin Technology Ltd. - Director – Technology Consultancy</p> <p>Cambridge 105 FM Radio Ltd. - Director – Community Radio Station</p> <p>Cambridge Digital Radio Ltd. - Director – Media Company</p> <p>Huntingdon Digital Ltd. - Director – Media Company (Dormant)</p> <p>Mid-Anglia Media Ltd. - Director – Media Company (Dormant)</p> <p>North Norfolk Digital Ltd. - Director – Media Company (Dormant)</p>	None

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.)

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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:

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Full name of individual or body	Address	Affiliates
Anthony Geoffrey Sayer	4 Wingate Close Cambridge CB2 9HW	N/A
James Beaumont Keen	Apartment 5, Churchill Place Victoria Street, St. Helier Jersey JE2 4TG	N/A
Lawrence Albert Hallett	Terella, 565 Earlham Road Norwich Norfolk NR4 7TF	N/A
Michael John Stonard	337A Dereham Road Norwich Norfolk NR3 3UT	N/A
Stephen Paul Potter	121 Blinco Grove Cambridge CB1 7TX	N/A

- 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
N/A		

- 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
N/A		

- 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 body corporate identified in response to question 3.9				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Anthony Geoffrey Sayer	20	0.20	20	20
James Beaumont Keen	20	0.20	20	20
Lawrence Albert Hallett	20	0.20	20	20
Michael John Stonard	20	0.20	20	20
Stephen Paul Potter	20	0.20	20	20
Comments				

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 local authority	Yes	Michael John Stonard Norwich City Council Councillor
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Michael John Stonard The Labour Party Member
A body whose objects are wholly or mainly of a religious nature; ²	No	

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

An individual who is an officer of a body falling within (b) or (c);	No	
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	
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?

Yes / No (delete as appropriate).

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

Licence number	Name of multiplex
N/A	

3.15 Has the applicant held an Ofcom broadcasting licence before?

Yes / No (delete as appropriate).

Licence number	Name of service or multiplex
N/A	

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

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Yes / No (delete as appropriate).

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
01/ 2017 - present	SSDABWT001	Cambridge Trial
01/2017-present	SSDABWT011	Cambridge Trial
07/2010 - present	CR000095	Cambridge 105 Radio
08/2018 - present	AL143	Channel 103 (Jersey)
07/2010 - present	CR000192	Future Radio
04/2011 - 06/2020	CR000199	Huntingdon Community Radio
08/2018 - present	AL142	Island FM (Guernsey)
09/2015 - present	SSDABWT009	Norwich Trial
04/2000 – 11/2005 01/2017 - present	AL100763	Star Radio
11/2000 - 11/2005	AL102587	KLFM

3.17 Does the applicant control an existing Ofcom licensee?

Yes / No (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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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 / No (delete as appropriate).

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

Licence number	Name of service or multiplex
CR000095	Cambridge 105 Radio
SSDABWT001	Cambridge Trial
SSDABWT011	Cambridge Trial
AL143	Channel 103 (Jersey)
CR000192	Future Radio
AL142	Island FM (Guernsey)
SSDABWT009	Norwich Trial
AL100763	Star 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)?

Yes / No (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

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?

Yes / No (delete as appropriate).

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

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

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?

Yes / No (delete as appropriate).

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

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

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?

Yes / No (delete as appropriate).

If yes, please provide the following details:

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

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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:

The team has been successfully operating the Cambridge and Norwich trial small scale DAB services for the past five years. We have established a good working relationship with a number of programme providers who are keen to extend their service to the King's Lynn area. In addition, we have a number of new programme providers who have expressed an interest in joining the service.

We have a good understanding of the financial and technical aspects of operating a multiplex and are confident we can operate it in a technically reliable and financially sustainable manner.

Through the operation of the trial multiplexes, we have designed and implemented a number of services that can be utilised when implementing the King's Lynn multiplex. This allows reduced cost and simplifies the implementation process.

We are familiar with the transmission site technology required and have already agreed site and service costs. We consider the sum of £16,000 will cover (with contingency) the cost of implementing the service and 12 months operational costs.

We have a commitment from the directors to provide ample financial support to implement the proposed technical solution.

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

a) Share capital

Negligible amount in the form of Class A stock.

b) Loan stock

Each director has agreed to contribute up to £5,000 in the form of a director's loan. Letters of intent for director's loans included in document bundle.

c) Leasing/HP facilities (capital value)

N/A

d) Bank overdraft

N/A

e) Grants and donations

N/A

f) Other (please specify)

N/A

- 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.

Letters of intent for director's loans included in document bundle.

Further evidence available upon request.

- 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.

N/A

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.)

General management will be jointly carried out by Lawrie Hallett and Steve Potter both of whom have successfully undertaken similar roles for the Cambridge and Norwich SSDAB multiplexes.

During that time Lawrie and Steve have nurtured enduring relationships with a wide-range of service providers, growing the multiplex to a large number of services, many of which have already expressed a desire to take up capacity on a full-time King's Lynn multiplex. The proximity of the King's Lynn licence area to that of both the Cambridge and Norwich SSDAB coverage areas will assist in sensible sharing of resources with regard to maintenance, billing and marketing.

Lawrie and Steve will be supported by non-executive directors with experience in community radio in Norwich (Michael Stonard), commercial radio in King's Lynn (former KLFM Managing Director James Keen) and broadcast transmission in East Anglia (Tony Sayer).

- 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	North Norfolk Digital Radio Ltd. (Lawrie Hallett / Steve Potter / Tony Sayer)	The team members are key in the installation, maintenance and day-to-day operation of the Cambridge and Norwich Trial multiplexes, as well as providing transmission services (FM, IP and DAB) to other commercial and community operators.
Ongoing maintenance of the transmission equipment	North Norfolk Digital Ltd. (Lawrie Hallett / Steve Potter / Tony Sayer)	See above.
Installation of the Multiplexing equipment	North Norfolk Digital Ltd. (Lawrie Hallett / Steve Potter / Tony Sayer)	See above.
Day-to-day technical management and maintenance of the multiplexing equipment (if	North Norfolk Digital Ltd. (Lawrie Hallett / Steve Potter / Tony Sayer)	See above.

different from response to question 3.28 above)		
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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:

Members of the team are already experienced operators of the successful trial SSDAB services in Cambridge and Norwich. We are well placed to launch the full-time multiplex within a realistic timescale of a licence award.

We feel we can achieve the enclosed timescale for the following reasons :-

1. We are familiar with the technology involved;
2. A number of the supporting systems (stream ingest, encode, distribution, monitoring, etc.) are already in operation for the existing multiplexes and are designed to support multiple multiplexes;
3. We have wide experience of transmission site installation and the issues involved;
4. We have worked with the site owners in the past and have a good understand of their working practices;
5. We already work with a number of the programme providers, making the inclusion of their services on an additional multiplex very straightforward.

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?

YES/ NO (please delete accordingly)

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:

N/A

- 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:

Hospital Radio Lynn. The radio station for the staff and patients of the Queen Elizabeth Hospital in King's Lynn has expressed an interest in operating a C-DSP service. With reduced hospital in-patient times, a DAB presence will complement their existing on-line streaming service to the community.

The North Norfolk Digital team are founder (and remain) members of their local community radio stations. We are well positioned to offer assistance to any C-DSP provider, in both the licence application process and with the technical solutions required to bring them to air.

We will continue to investigate other opportunities for C-DSP services on the multiplex. One option under consideration, subject to resource and finance, is a "pop-up" channel providing a short term broadcast facility for local groups and events.

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:

We have received expressions of interest from service providers for the following services :-

Anglia Sound

Angel Radio

BBC Radio Norfolk

Chris Country

Hits Radio

KL1 Radio

Nation Radio UK

Nation 80s

Nation Easy

Radio Caroline

Radio Lynn (C-DSP)

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Radio West Norfolk

Star Radio

Zack

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:

The directors of North Norfolk Digital Limited have considerable experience in running the trial SSDAB multiplexes in Norwich and Cambridge. As such we already have many relationships with a diverse selection of programme service providers which will stand us in good stead for the launch of the King's Lynn SSDAB licence.

As part of the preparation for this application we contacted existing service providers on adjacent SSDAB trial multiplexes along with local services KL1 Radio, Radio West Norfolk, Greatest Hits Radio West Norfolk and Radio Lynn, major radio groups and BBC Radio Norfolk. We discussed our proposed rate card and discount policy. This ratecard and carriage conditions will be made freely available on our website as will our policy on discounted carriage for not-for-profit service providers and stations that clearly add to the diversity of the platform.

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 of behalf of the applicant:

STEPHEN PAUL POTTER

Date of application:

23/11/2020

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

~~Company secretary~~ / company director.

Handwritten signature consisting of the letters 'S' and 'P' in a stylized, cursive font.

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