
Small-scale radio multiplex licence

Application form – Part A (public)

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

Tyneside Community Digital Community Interest Company Ltd

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

Newcastle & Gateshead

Public contact details:

Name: Richard Finch

Email: richard@tynesidecommunitydigital.co.uk

Address: 7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF

Publication date: 1 September 2020

2 Extent of proposed coverage area

- 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):

The transmission area has been designed to cover the Newcastle and Gateshead polygon as advertised by Ofcom. This area broadly reflects and expands the area covered by existing analogue community radio services (Pride Radio, Spice FM, Nova FM and Radio Tyneside) and matches the boundaries of Newcastle upon Tyne City Council and Gateshead MBC.

The transmission area is a mixture of densely populated urban areas, retail centres and offices and some more sparsely populated rural areas. The topography is challenging from the perspective of radio transmissions. It includes some hilly terrain to the north and south of the polygon and deep valleys, in particular where the River Tyne crosses the centre of the polygon from West to East.

Our proposal requires the installation of 2 complementary transmitters – one in the South West and a second towards the North of the polygon which we believe will provide an excellent level of coverage. In presenting this proposal, however, we have noted the following points:

There is expected to be small degree of overspill, mainly to the East and West of the polygon. The area to the West is currently not covered by any proposed polygon, therefore, we believe that any overspill in that direction will be beneficial to the population here as they would otherwise remain unserved by SSDAB. There is also a strong affinity to the regional hub of Newcastle Upon Tyne.

There is currently significant development of housing in the area to the North West of the polygon (ref: Development Plan, Newcastle City Council 2015-2030) and we are keen to serve these suburbs as they will be a notable addition to the population of urban Newcastle.

The area to the South West of the polygon is subject to some particularly hilly terrain, meaning that achieving coverage may be difficult. That said, it is sparsely populated and any reception issues will have limited overall impact.

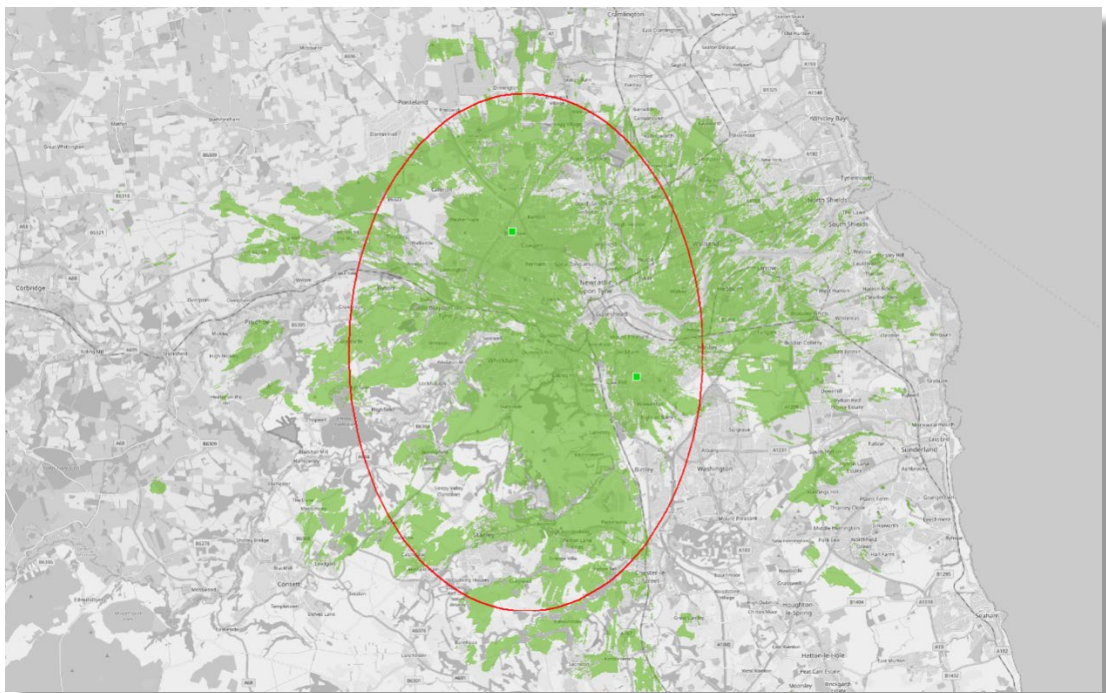
The area to the North East of the polygon is heavily populated. We believe that coverage in this area will be adequate, however, we have identified a third transmission site that we would be prepared to evaluate further following a period of operation, should we conclude that this is required to ensure a good service.

We are also minded to quickly take stock of city-centre coverage following launch,

specifically in the recently-built housing schemes along the banks of the Tyne. There may be a case for an additional lower-power relay to bring indoor coverage into line with the higher elevation surrounding areas.

- 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.

A coverage prediction map for the whole transmitter network - showing the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour - is enclosed separately.



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.	ATDI HTZ Communications v22.6.9
Detail the terrain model used by the software and its resolution.	A digital elevation model (DEM) representation of ground surface topography or terrain. Also referred to as a digital terrain model (DTM). Resolution is a DTM step of 30mtrs with IMG (image) step of 0.022mtrs
Detail the ground cover (clutter) data used by the software and its resolution.	The height, extent, and location of groundcover elements ("clutter") are the factors which primarily govern the impact on radio signals. The RF planning tool reasonably locates the boundary between adjacent clutter types to 10m using the Holt UK clutter model
What propagation algorithm has been used?	ITU-R 370 (propagation model valid from 30 MHz to 1000 MHz)
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	The Monte-Carlo method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census (adults 15+) which is included within ATDI's modelling software.
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ATDI.

3 Ability to establish the proposed service

Applicant's details

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

Tyneside Community Digital Community Interest Company Ltd

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

Reg No: 12458729

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:

7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF

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	Richard Finch
Job title	Director
Address	7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF Ltd
Telephone	0191 2712874
Mobile phone	07709230805
Email	richard@tynesidecommunitydigital.co.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 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
Richard Finch	7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF Ltd	UK	Director: Warbeck Consulting `Services Ltd (07736976): Consulting Trustee: Radio Tyneside, Charitable Incorporated Organisation(Reg. No. 1174808)	Invigilator (Northumbria University)
Jonathan Morrell	7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF Ltd	UK		Broadcast Journalist (BBC)
Sandeep Kapoor	7 Warbeck Close, Newcastle Upon Tyne, Tyne And Wear, NE3 2FF Ltd	UK	Director: Spice FM Ltd (0847564) 24 Kilin Close, Newcastle upon Tyne NE5 1UQ Spice Project Ltd – Radio Chai Events Ltd – Event Management Deluxe Entertainment Ltd – AV hire and Entertainment services Chai Properties Ltd – Property services Trustee – Newcastle Upon Tyne Hindu Temple Charity number: 1095353	Director

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	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	N/A	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
N/A	N/A	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	N/A	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	N/A	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 Q3.9	N/A			
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				

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	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; ²	Yes	Sandeep Kapoor – Trustee of Newcastle upon Tyne Hindu Temple
An individual who is an officer of a body falling within (b) or (c);	No	N/A

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
An advertising agency or an associate of an advertising agency	No	N/A

Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom? **NO**

Licence number	Name of multiplex
N/A	N/A

3.15 Has the applicant held an Ofcom broadcasting licence before? **NO**

Licence number	Name of service or multiplex
N/A	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? **YES**

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2018 - current	CR102268BA/1	Pride Radio
2018 - current	CR102238	Radio Tyneside
2007 - current	CR000050BA/3	Nova Radio North East
2007 - current	CR000142BA/3	Spice FM

3.17 Does the applicant control an existing Ofcom licensee? **NO**

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

- 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”)? **NO**

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

- 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**

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

- 3.20 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the UK or abroad in respect of any broadcast-related matter? **NO**

Licence number	Name of service or multiplex	Details of the investigation
N/A	N/A	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? **NO**

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

Full name	Date of conviction/action	Penalty
N/A	N/A	N/A

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:

Tyneside Community Digital CIC will establish a successful multiplex operation by providing a reliable digital broadcast platform on both affordable and flexible terms.

We intend to build a strong and sustainable business that provides capacity of upwards of 24 high quality services offering listeners a wide range of distinctive formats including niche brands for those with tastes and interests hitherto unserved.

Our core ambition is to offer service providers a low cost, easy to access, high quality service. Our target market comprises existing Ofcom-licenced analogue community and commercial broadcasters looking for a digital future as well as internet stations and potential broadcasters unable, until now, to obtain a licence due to the scarcity of analogue spectrum.

Unlike other applicant groups, Tyneside Community Digital will benefit from the Optimux management and monitoring system, which was developed jointly by Niocast, the Manchester trial operator, and Switch Digital, the Birmingham trial operator.

We will offer broadcasters the flexibility of having their service encoded at source or via our cloud encoders – making it very flexible.

From the small-scale DAB trial experience, a pricing strategy has emerged which we believe allows us to be competitive enough to be attractive to service providers yet sufficient to generate a profit, after expenses, that ensures long-term sustainability of the multiplex.

Advertising and Promotion

In addition to outreach via email and telephone calls, we have attracted prospective services to the multiplex via our website and social media activity. We have successfully published news releases in industry, ethnic and local press and digital media which has further reinforced our message to service providers. The number of confirmed services at this time gives us confidence in the financial stability of our plans to launch and maintain the multiplex.

Several of the service providers that have expressed interest in joining the multiplex have worked with one of the small-scale DAB trials.

Objectives

Tyneside Community Digital is a not for profit Community Interest Company limited by guarantee. As such we have no shareholders to pay and will use any surpluses generated to support our community objectives. The objects of Tyneside Community Digital set out in the Articles of Association are to:

"....carry on activities which benefit the community and in particular (without limitation) to Ofcom-licensed Digital Community Radio Stations operating in the Newcastle and Gateshead area to support their commitments to deliver community benefits as described through the stations' respective published social gain objectives..."

To support this objective, the Company intends that carriage will be provided free of charge for the 7 C-DSP services that use 'reserved' capacity. Furthermore, it is intended that financial surpluses that the Company generates through its commercial activities will be distributed among the 4 founding C-DSP licence holders (Nova Radio, Pride Radio, Radio Tyneside and Spice FM) to support their delivery of their social gain objectives.

To further support our community focused ethos, we have priced our carriage to make our service accessible to potential local broadcasters, some of whom may be delivering a radio service for the first-time. The list of potential broadcasters provided in Part B of the application suggests that our approach has been effective, as well over half of the organisations that have expressed interest in broadcasting on our MUX are based locally.

Should our licence application be successful we intend to develop our business plan to provide additional services that will offer support and guidance to local organisations to help them establish and deliver DAB radio services to the public of Newcastle and Gateshead.

Our original aim was to launch with a minimum of 4 'reserved' C-DSP services and 10 DSP services at the equivalent of 48kbps. We have already received expressions of interest that exceed this forecast. This minimum would achieve £24k income in first fiscal year, however we now expect to increase to 7 'reserved' C-DSP and 15 DSPs at or shortly after launch, making our first-year income forecast of £34,800. Note that first year income forecast also reflects a discount to our rate card price that we are offering for the first year of operation. Should our multiplex operate at capacity (i.e. 17 'paid for' DSP services at 48kbps), annual income in year 2 and ongoing would be £51k. We do not intend to register for VAT as income will be below the VAT threshold.

Funding

The company will be funded through a members working capital loan. We forecast start-up costs of £40k, but will allow for an additional £10k contingency. We would aim to fund this 50% from grant funding and 50% loans. Loans may be from members, or we may seek Social Investment Loan funding. Regardless, the members are able to underwrite the full £50k and we can provide bank statements as evidence.

The members have agreed that any loan provided by the members is interest free and will be repaid from month 13 through to month 48.

This financial structure ensures that we are not over capitalised and that the amount of funding invested in the business is not significantly higher than the real value of our assets; that earnings represent a fair return on the capital employed; and it avoids a situation where capital is either idle or invested in assets which are not fully utilised. This will allow us to ensure that we can continue to offer low carriage fees.

Financial Forecast

We have attached a confidential spreadsheet that sets out the income and outgoings with a 36-month cashflow forecast.

The spreadsheet assumes the 'worst case' scenario that start-up costs will be financed by loans of £40k, however, grant funding is to be sought to cover 50% of this value.

Year 1 income is forecast to be £34.8k rising to £43.4k in years 2 and 3.

Start-up costs are forecast at £38.4k, with annual outgoings of approximately £26k pa excluding loan repayments.

3.25 Detail the sources of finance that will be used to fund the multiplex service,

A. Share capital

The company will be capitalised through a membership fee guarantee.

B. Loan stock

A working capital loan of £20,000 will be provided as described above. This represents 50% of the start-up capital and operational costs (see E below). We anticipate this loan being repaid within 3 years. Further funding is available, if required.

C. Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

D. Bank overdraft

There is no requirement for a Bank overdraft.

E. Grants and donations

It is our intention to fund the company by 50% grants and 50% directors' loans, However, the directors are prepared to extend loans to 100% of funding should grant funding not be forthcoming.

F. Other (please specify)

None

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.

Evidence that sufficient funds are available to each investing member is provided in a supplementary document.

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.

All funding 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.)

Team

Members of the Tyneside Community Digital team share a track record of successfully establishing and operating within radio stations. The combined experience demonstrates these capabilities and gives us an excellent understanding of what is required: Good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

General Management

Two of Tyneside Community Digital's directors will control the routine day-to-day management of the multiplex- managing commercial, financial and operational matters.

Launching, establishing and maintaining a DAB multiplex requires technical competence, operational expertise, financial stability, and an aptitude to manage third party relationships successfully. The directors are recognised as experienced radio managers with a broad range of relevant skills in all the vital functions required to operate a successful multiplex.

The day-to-day tasks will include; supporting, maintaining and upgrading the multiplex hardware and software; recruiting new services to ensure that the multiplex is always running at – or near – full capacity; negotiating carriage agreements; invoice management and payment collection; and working with programme services to ensure DSPS and regulatory licence compliance.

Tyneside Community Digital will benefit from Optimux – a software platform specifically developed, in 2020, for the day-to-day management of small-scale DAB multiplexes. Optimux equips small-scale DAB licensees with an easy to use dashboard for managing, monitoring and reporting on all aspects of their multiplex as well as providing invoicing and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimux. Optimux will play an essential role in streamlining the management of our multiplex.

Viamux will be responsible for the setup and launch of the multiplex. Specifically:

1. Overseeing bit rate variations, enhancements or projects required by service

providers, such as EPG provision, temporary services and data developments.

2. Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
3. Monitoring and fault reporting protocols, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
4. Advising on the development of new revenue streams.

Tyneside Community Digital will internally oversee any multiplex re-configurations, and these will be undertaken in line with our policies and contractual agreements with service providers. Financial management of the multiplex will also be handled in-house:

- Accounts;
- IT;
- Admin;
- Legal;
- Customer Service;
- Technical Support.

Key Personnel

Richard Finch

Richard graduated from Nottingham University in 1979 with a BSc in Physics.

Following a short period working in the textiles industry, he spent over 35 years working in the retail financial services industry at Northern Rock in a number of roles including computer audit, business analysis, IT Management, Project Management and Change Management, culminating in the senior role of Assistant Director. Richard left Northern Rock through redundancy in 2011, to set up his own Management Consultancy, focusing on retail payments and has provided consultancy as a Senior Business Analyst to important clients such as Bacs and Link (the ATM Scheme Management company).

Richard has also volunteered at Radio Tyneside for over 35 years, initially as a technical operator and has subsequently undertaken many roles on the station and been heavily involved in many aspects of station management, including as Treasurer. For the last 6 years he has held the role of Station Director, responsible for the day to day operation of the station which has held an Ofcom community radio licence since July 2018. Richard was a key member of the team that developed and submitted the licence application and is currently the main contact for compliance matters. Prior to 2018, Radio Tyneside held an Ofcom LPAM licence for 20 years, reflecting its status as a hospital radio service provider. Radio Tyneside is a Charitable Incorporated Organisation (CIO) and Richard has been a trustee and treasurer for the last 13 years.

Jonathan Morrell

Jonathan Morrell is a broadcaster and journalist of 32 years' experience. He currently works for the BBC in the north east as a broadcast journalist. With the exception of a few

years in London and Australia, Jonathan has worked in the north east on radio and TV for the entirety of his career. He has extensive contacts within the media and the north east community.

He also has a wealth of contacts within community broadcasting in the north east and along with Richard Finch was responsible for the creation of Tyneside Community Digital. He established Pride Radio 10 years ago after a 4-week RSL experiment and 2 years ago he wrote the application, got the finance in place and set up the station as an FM community broadcaster. This work has given him an insight into the operation of community stations in Newcastle and Gateshead and their needs going forward.

His strong connection with the area is reflected in the multiplexes proposed channel line-up – a number of brand-new services, many which are locally based and inspired, as well as existing services from around the country.

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	Viamux Ltd	Viamux is a leading supplier of small-scale DAB solutions having installed systems in the UK & Republic of Ireland. Viamux was borne out of the NiocastDigital team that hassuccessfully operated the Trial Manchester small-scale multiplex over the past five years. www.viamux.com
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

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:

Tyneside Community Digital aims to launch the multiplex in less than 6 months from award of licence.

Upon award Tyneside Community Digital will immediately advance negotiations regarding the proposed transmission sites. Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, Tyneside Community Digital will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

Tyneside Community Digital will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance of getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Viamux has confirmed the availability of all equipment and services to meet our timescales. Assuming a licence award in Q1/Q2 2021, we aim to commence operations before the end of 2021.

The attached GANTT chart sets out precisely the key stages in the implementation of the multiplex together with a timeline.

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

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:

Tyneside Community Digital Community Interest Company is a 'not for profit' organisation limited by guarantee. As such it is governed through a membership structure and has no shareholders. The company currently has three members, each of whom is also a Director of the Company.

One of the three Directors is elected by the 4 founding analogue community radio stations that are listed in Section 3.16 and also given below:

Licence number	Name of service
CR102268BA/1	Pride Radio
CR102238	Radio Tyneside
CR000050BA/3	Nova Radio North East
CR000142BA/3	Spice FM

The elected director has been appointed to ensure the effective participation of the 4 community stations in the development of the Company's strategy and policies. Specifically, the role will involve:

- Represent the interests of the founding stations
- Raising any matters of concern
- Bringing forward proposals that are initiated by the founding stations

The elected director is Sandeep Kapoor. Sandeep is also Station Director at Spice FM and

has significant experience of operating a community radio service and other business activities. Whilst not involved in the day to day running of Tyneside Community Digital, we anticipate that Sandeep's knowledge and experience will be of enormous benefit.

Additionally, the Company's governance is underpinned by the formation of an active 'Management Committee', comprising representatives of the 4 founding community radio stations and the directors of the company. This Committee meets regularly to consider matters of mutual interest and importance and will make recommendations that the Directors will consider. This will also be a forum for the directors to ask for input and feedback.

A chart showing the ownership structure of the Company is attached as an appendix.

Each of the 4 founding community radio stations have confirmed their intention to apply separately for C-DSP licences to broadcast on the multiplex.

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:

Tyneside Community Digital has proactively reached out and engaged with many prospective service providers on a non-exclusive basis. We have openly shared our transmission plans, headline terms of agreement and indicative carriage fees. This transparency has allowed us to win the confidence of many service providers and we are committed to continuing with this open style of operation for the duration of the licence term.

To satisfy GDPR requirements, a full summary of contacts and conversations is included as a confidential attachment to Part B. As at the date of this application we have received expressions of interest from 7 potential C-DSP services and a further 18 DSP services.

Please note that a number of potential service providers have asked that their interest remain confidential at this time.

Our draft carriage agreement is also attached.

Furthermore, it is our intention, if possible and practical, to reserve sufficient capacity to allow carriage to 'pop-up' radio stations that might wish to broadcast for a limited time period on the multiplex (similar to the analogue RSL approach). This is consistent with our broader objectives to support community radio and local organisations wishing to broadcast to the public of Newcastle and Gateshead described further in Section 3.24. We have discussed this opportunity with potential broadcasters and have received an expression of interest from Fast FM, a radio station that broadcasts during religious festivals and we believe that this approach would deliver enormous community benefits.

5 Fair and effective competition

- 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:

Ethos

Tyneside Community Digital is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering- its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants- a place where innovative formats will be encouraged and nurtured.

Leadership

An award of this licence to Tyneside Community Digital ensures that the multiplex is operated by locally led community radio companies supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

Delivery

Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Tyneside Community Digital has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

6 Declaration

- 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.
- 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.
- 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 of the person authorised to make the application of behalf of the applicant:

RICHARD FINCH

Date of application:

20 NOVEMBER 2020

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

COMPANY DIRECTOR