
Small-scale radio multiplex licence

Application form – Part A (public)

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

East Lancs Digital Ltd

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

Blackburn, Burnley & Darwen

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 key population centres in this polygon are Blackburn/Darwen/Accrington, Haslingden/Rossendale/Rawtenstall and Burnley/Nelson.

Located in the East Lancashire Hills, Blackburn is characterised by steep slopes and centres on a generally flat area some 91–110 m above sea level, surrounded by hills. Revidge to the north can be accessed via a steep climb to reach a peak of 218 metres (715 ft) above sea level.

The market town of Darwen forms the Borough of Blackburn with Darwen — a unitary authority area. The main road through Darwen is the A666 towards Blackburn to the north and Bolton to the south. The town's population was 28,046 according to the 2011 census and is made up of five wards.

Accrington lies about 4 miles (6 km) east of Blackburn, 6 miles (10 km) west of Burnley. The town had a population of 35,456 in the 2011 census. There is a spot height outside the Market Hall which is 133.5m. The highest point in the town is 320m which is in Baxenden and the lowest is the town hall which is at 132.5m. Most of the town is around 200m above sea level.

The centre of Burnley stands at approximately 387 feet (118 m) above sea level and 30 miles (48 km) east of the Irish Sea coast. To the north west of Burnley is the imposing Pendle Hill, which rises to 1,827 feet (557 m). To the south west, the Hameldon Hills rise to 1,342 feet (409 m), on top of which are the Met Office north west England weather radar, a BBC radio transmitter, and a number of microwave communication towers.

Haslingden to the south is a significant town with a population of around 16,000. It neighbours Rossendale and Rawtenstall and is surrounded by high moorland; 370 m (1215 ft) to the north; 396 m (1300 ft) Cribden to the east; 418 m (1372 ft) Bull Hill to the south.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the Blackburn with Darwen & Burnley Polygon as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

In close proximity to Blackburn and with an ASL height of 200 metres we immediately identified Revidge as a potential site for the town, and subsequent transmission predictions proved that to be the case.

The sheer amount of existing RF activity – in particular DAB - on and around Pendle Hill helped inform our decision to investigate and, ultimately, opt for Pendle Forest as a potential second site.

Our third site is near Haslingden and provides solid coverage to the south of the polygon.

2.2 Provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

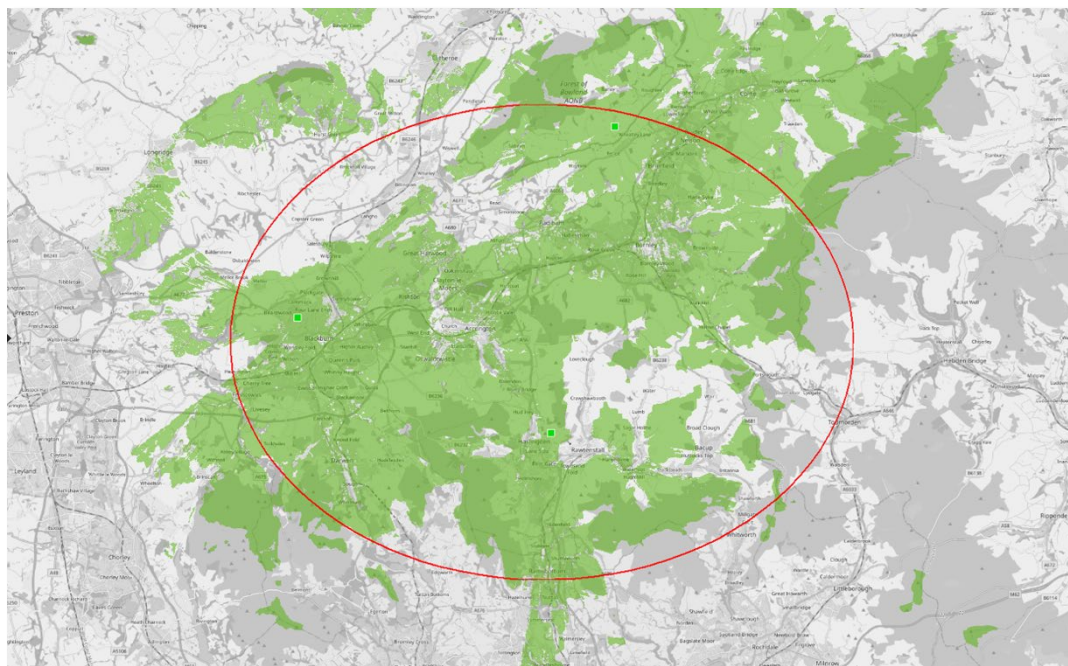
Site Name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Pendle Forest	SD825384	37	Directional 350deg ETN	Existing Antenna	100
Revidge	SD672291	30	Directional 2-element Yagi 120deg ETN	New	100
Haslingden	SD795236	25	Directional 170deg ETN	Existing Antenna	100

2.3 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 dBµV/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 full coverage prediction map for the whole transmitter network is included in the annex. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level tables indicate that at 63 dBµV/m field strength;

- the number of people falling outside the polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service’s licensed area.



2.4 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 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
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 along with that from the 2011 Census 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 ADTI.

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):

East Lancs Digital Limited

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

13349752

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:

353 Halliwell Road, Bolton, England, BL1 8DF

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

Yes

Ownership and control of company which will hold the licence

Details of officers

3.5 Please complete the following table, expanding it, if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Nathan Wressell	353 Halliwell Road, Bolton, England, BL1 8DF	UK	Narfy Media Services Limited	fac365 Production Manager
Michael Hayes	353 Halliwell Road, Bolton, England, BL1 8DF	UK	FAC365 Ltd	N/A
FAC365 Ltd	353 Halliwell Road, Bolton, England, BL1 8DF	UK	East Lancs Digital Ltd	N/A
Rosendale Radio Ltd	Suite 31 Hardman's Business Centre, New Hall Hey Road, Rawtenstall, Rossendale, BB4 6HH	UK	None	N/A
East Lancashire Community Action Project Limited	15 Cross Street, Nelson, Lancashire, BB9 7LE	UK	None	N/A

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

Details of participants

- 3.6 Complete the table, expanding it, if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
FAC365 Ltd	98	98	98	98
Rosendale Radio Ltd	1	1	1	1
East Lancashire Community Action Project Limited	1	1	1	1
Comments				

Details of relationships of control

- 3.7 Complete the following table, expanding it, if necessary, to list any bodies corporate which are controlled by the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
East Lancs Digital Ltd	353 Halliwell Road, Bolton, England, BL1 8DF	FAC365 Ltd

Details of persons who control the applicant

- 3.8 Complete the table, expanding it, if necessary, to list all persons/bodies corporate who control the applicant, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
East Lancs Digital Ltd	353 Halliwell Road, Bolton, England, BL1 8DF	FAC365 Ltd

- 3.9 Complete the following table, expanding it, if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

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

Full name of individual	Name of body in which individual is a director or designated member
N/A	N/A

- 3.10 Complete the following table, expanding it, if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	N/A

3.11 In relation to each body corporate identified in response to question 3.8, complete the table, expanding it, if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 3.8	FAC365 Ltd			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Michael Hayes	752	See comment	83.37%	83.37%
Nathan Wressell	50	See comment	5.54%	5.54%
Anthony Underwood	50	See comment	5.54%	5.54%
Janine Ruth	50	See comment	5.54%	5.54%
Comments				
Most recent Statement of capital on 2015-12-17 GBP 158,923.99				

Involvement of the applicant in specified activities

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 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	No	N/A
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

3.13 Please answer ‘yes’ or ‘no’ to the following questions about the applicant (i.e. the body corporate that will hold the licence):

(a) Is the applicant a current licensee of Ofcom?

No

(b) Has the applicant ever held an Ofcom broadcasting licence before?

No

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

Yes

(d) Does the applicant control an existing Ofcom licensee?

No

(e) 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

² Please refer to Sections 3 to 5 of Ofcom’s religious guidance note at: https://www.ofcom.org.uk/data/assets/pdf_file/0028/88219/Guidance-for-religious-bodies.pdf for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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

No

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

No

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

No

(i) 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

3.14 If the response to any of the questions (a) to (i) in 3.14 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details (Dates)	Details (Licensed Areas)
(a)			
(b)			
(c)	CR000099BA/1	2007 - CURRENT	ELCAP (Pendle Community Radio, Lancashire)
(c)	CR102156BA/1	2018 - CURRENT	Rosendale Radio, Lancashire
(d)			
(e)			
(f)			
(g)			
(h)			
(i)			

- 3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

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

N/A

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

No

If yes, please provide the following details:

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

Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

East Lancs Digital Ltd will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A confidential spreadsheet that sets out detailed income and outgoings with a 36-month cash flow forecast.

Capital Investment - £60,000

Our core ambition is to be able to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term. This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing & transmission equipment. We have selected Viamux to provide the professional services (project management, site surveys, network design, configuration, installation and training) and the multiplexing/transmission equipment.

Operating Costs - £33,000

Transmission

The costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important ongoing operating expenditure for a multiplex company. Our selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensure carriage fees remain attractive to service providers.

Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

Small-Scale DAB Management Software

We will also subscribe to Optimux - a low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB networks. For a low-cost monthly fee, Optimux will allow us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It will also provide us with invoicing and direct debit collection to streamline the payment of carriage fees. Optimux will also monitor the multiplex and immediately alerts us to any issues and notify service providers regarding their audio.

Administration -

The usual administration costs associated with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee

VAT

We expect for turnover to remain below the VAT registration threshold which will mean all carriage fees will be free from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

East Lancs Digital will be funded through a combination of equity and primarily a shareholder working capital loan.

3.18 Please indicate how the costs outlined in 3.17 (above) will be met, under the following headings:

a) Share capital

The company will be capitalised at £100

b) Loan stock

A working capital investment loan of £45,000 will be provided by the shareholders. 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

There is no requirement for grants or donations.

f) Other (please specify)

None

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
FAC365 Ltd	98%	£45,000
Rossendale Radio Ltd	1%	£0
East Lancashire Community Action Project Limited	1%	£0

3.20 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 required funding is confirmed and available. Evidence that sufficient funds are available to each investing shareholder is available on request.

Relevant expertise and experience

3.21 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.)

Collaboration

East Lancs Digital Limited is a strongly local applicant group with collaboration at the heart of its ethos. It brings together partner organisations and individuals – each making a unique contribution by way of relevant skills and/or knowledge:

- fac365 has an ongoing relationship with Ofcom from work within the Broadcast and Entertainment sector supporting dock10 studios in Manchester and a partnership with Allied London building and providing technical support for the The Manchester Studios.
- Pendle Community Radio (ELCAP) – the Ofcom-licensed community radio station in Nelson which has been successfully operating since August 2007
- Rossendale Radio – the Ofcom-licensed community radio station in Rossendale which has been successfully operating since November 2018

General Management

East Lancs Digital Limited will manage the day-to-day operation of the multiplex service - 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.

Technical & Admin Operation

Our contractor Viamux will provide training, professional services and the small-scale DAB solution. Their software, Optimux, has been specifically developed for the day-to-day management of small-scale DAB multiplexes. Using the dashboard makes it easy for non-technical personnel to manage, monitor and report on all aspects of a multiplex network as well as providing invoicing capability 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.

Viamux will be responsible for the launch of the multiplex and East Lancs Digital for its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

East Lancs Digital will oversee any multiplex re-configurations and these will be undertaken in line with our policies and contractual agreements with service providers. We will be responsible for ongoing financial management of the multiplex; accounts, IT, admin, legal, customer service.

Team

All members of the wider team share a track record of successfully establishing and operating radio stations and broadcasting facilities. The combined experience of the local participants gives us an excellent understanding of what is required in Blackburn, Burnley & Darwen – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Personnel

Fac365

fac365 has an ongoing relationship with Ofcom from work carried out within the Broadcast and Entertainment sector supporting dock10 studios in Manchester and their partnership with Allied London building and providing technical support for the The Manchester Studios.

Nathan Wressell - Production Manager - Manages the relationships between the clients at fac365. Having started in Radio in 1998 and with a vast knowledge in the broadcast industry. Nathan also works behind the scenes supporting Rossendale Radio and their relationships as well as spending time on-air.

Michael Hayes - Director at fac365. His knowledge and technical expertise from the support of the studios to radio communications on Formula E which operate throughout the world including on the streets of New York will help when it comes to managing and supporting East Lancs Digital with the Small Scale DAB.

Sagheer Akhtar

Sagheer Akhtar has been a manager at Pendle Community Radio since 2007. He has over 20 years' experience in community radio and in the Voluntary Community and Faith Sector (VCFS). He has successfully extended the 5-yearly Community Radio Licence. He has created partnership working with Statutory and non-statutory organisations. This includes Local Government, the British Army, Lancashire Fire and Rescue, Lancashire Constabulary, local schools and colleges and over 75 VCFS organisations.

Tony Nixon

Tony first got into radio in 1995 at Birch Hill Hospital Radio in Littleborough, Rochdale. From there, he was part of short term RSL services for Birch Radio, whilst branching out into Oldham FM, and 2 Christmas Panto RSL services called Purrfect FM and Aladdin FM.

This experience evolved into the creation of an audio production company, that Tony still runs today, but also opened the door into full time professional radio at 99.8fm 2BR in Burnley (July 2000), where he became the station sound producer and evening drivetime presenter for 8 years, until March 2008.


104.7 Rossendale Radio launched in May 2010, where he was MD & Station Manager. An agreed management change occurred in July 2011, which led to Tony being made redundant in December 2011. The station went on to fail in March 2012.

Following this, Tony was involved with the setup of Ribble FM in Clitheroe & Whalley (2014). He became a Director for a short time until the groundwork was completed, then stepped down.

Currently, Station Manager and Director of the new 104.7 Rossendale Radio (November 2018 – Present) – which is going from strength to strength and is now in year 3 of its initial 5 year license period.

We believe that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.

3.22 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	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info: www.viamux.com 
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	

Timetable for coverage roll-out

3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

East Lancs Digital intends to launch the multiplex in less than 6 months from award of licence.

Upon award East Lancs Digital will immediately advance negotiations regarding the proposed transmission site(s). 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, East Lancs 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.

East Lancs 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 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.

3.24 In addition, please provide, as an annex to be submitted with this application, 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.

The GANTT chart (included in the annex) sets out the precise, key stages in the implementation of the multiplex together with the 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:

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. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

- Rossendale Radio – Ofcom Licence Number CR102156BA/1

Rossendale Radio is a shareholder in the applicant company and holds a seat on the Board.

- Pendle Radio – Ofcom Licence Number CR000099BA/1

Pendle Radio is a shareholder in the applicant company and holds a seat on the Board.

Demand or support from programme providers

4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question must be answered below and should not be provided as a separate annex. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

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 - East Lancs 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.

Proven - The shareholders in East Lancs Digital bring together a track record of successfully establishing radio stations and local & small-scale DAB multiplexes.

Our unique approach will be to foster a healthy and vibrant radio ‘ecosystem’ – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. East Lancs Digital will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership - An award of this licence to East Lancs Digital ensures that the multiplex is operated by a locally-led community radio company 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 rooted in the area, hugely experienced and well resourced, with significant practical 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. East Lancs 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

- 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:

NATHAN WRESSELL

Date of application:

31st AUGUST 2021

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