
Small-scale radio multiplex licence

Application form – Part A (public)

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

SOUND BAY COMMUNITY DIGITAL CIC

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

Llandudno & Betws-y-Coed

APPLICATION FORM:

Publication date: 28 January 2022

2. Extent of proposed coverage area

- 2.1 Please 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 planned sites have been specifically selected to deliver robust indoor coverage in an area with highly challenging topography - where 'coast meets country'. Significant transmission obstacles have been overcome in a polygon with topological extremes - mountainous terrain and long valleys. In addressing these challenges, Sound Bay has planned coverage that can be received by a high percentage of the target population and is financially viable.

Site selection was particularly critical in balancing the optimum population that could be reached from a limited number of suitable transmission locations. We are therefore able to launch without the need for multiple fill-in transmitters serving pockets of very low population. Pragmatically, balancing costs and coverage means that Sound Bay is able to ensure affordability of carriage in an area with a relatively lower population and more limited revenue potential. This ensures the barrier to entry for community radio and smaller service providers is kept low.

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 Llandudno & Betws-y-Coed 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.

Therefore, the proposed coverage area at launch will focus on the main population area of the West Conwy coastal belt and the northern part of the Conwy Valley, reachable by the elevated and directional position of the Great Orme Summit location and a second transmission site at the Welsh Mountain Zoo. This represents 68% of the population within the Llandudno and Betws-y-Coed polygon area.

A launch focus on the core areas of population will enable the company to immediately reach a high percentage of potential listeners in the polygon ensuring the strongest possible proposition for providers of new potential services. The company will plan for sustainable future expansion of the multiplex based on the adoption of DAB digital radio, local market potential and the performance of the 'founder' multiplex in the launch area.

It is envisaged that the geographically challenging, southern part of the Conwy Valley including Llanrwst, Betws-y-Coed and Trefriw could potentially receive multiplex coverage in due course.

It may be noted that Sound Bay is offering service providers on the SDL National 2 multiplex the opportunity to expand coverage west of Colwyn Bay as SDL does not achieve complete and robust coverage here. There is also potential to attract SDL National 2, D1 National and North West Wales stations to SSDAB in the Conwy Valley. This area has a limited local service and receives no national multiplex coverage other than that of the BBC. Importantly, Sound Bay sees expansion into this area as fulfilling a future role in expanding listener choice and ultimately creating opportunities for highly localised services.

2.2 Please 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 & bearing	Antenna	ERP (W)
Great Orme	SH 76571 83316	15m	2-ele Yagi 180deg ETN	New	100W
Mountain Zoo	SH 83684 78773	10m	Omni	New	50W

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 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 full coverage prediction map for the whole of the SOUND BAY transmitter network is included in the Appendix G. It shows the 63 dB μ V/m field strength (as well as the 54 dB μ V/m and 38dB μ V/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dB μ V/m field strength;

the number of people falling outside the Llandudno & Betws-y-Coed 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.

The transmitter network has been designed to minimise any significant interference above 38 dB μ V/m to other proposed small-scale DAB licence areas.

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):

SOUND BAY COMMUNITY DIGITAL CIC

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

13612811

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:

1st Floor Town Hall Rear Annex, Rhiw Road,
Colwyn Bay, Conwy, United Kingdom, LL29 7TE

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	Country of residence	Other officerships held (and nature of the business)	Other employment
Stephen Paul Astley	38 Well Lane, Birkenhead, CH42 4QS	UK	Director – Sound Radio Limited	None
Gary Wyn Carr	49 Lon Glanfor, Abergele LL22 9YQ	UK	Director – Sound Radio Limited	None
Jeremy Alexander Hemming	7 Maes Caenog, Ruthin LL15 2AY	UK	None	Journalist
Jeffrey Pearson	154 Deganwy Road, Llanrhos, Llandudno LL30 1NE	UK	Director – Coast Community Radio and Media CIC	None
Simon Robert Wynne	Timber Tops, Garth Road, Glan Conwy, Colwyn Bay LL28 5TD	UK	Director – Coast Community Radio and Media CIC	None
Coast Community Radio and Media CIC	7 Rhiw Road (Rear Annex), Colwyn Bay LL29 7TE	UK	Corporate Body – Coast Community Radio and Media CIC	N/A
Sound Radio Limited	Harold Smith & Partners Accountants, Unit 32, St. Asaph Business Park, St. Asaph LL17 0JA.	UK	Corporate Body – Sound Radio Limited	N/A

Details of participants

- 3.6 Please complete the table overleaf, 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
Simon Robert Wynne	N/A (Subscriber)	£1	12.5%	12.5%
Jeffrey Pearson	N/A (Subscriber)	£1	12.5%	12.5%
Gary Wyn Carr	N/A (Subscriber)	£1	12.5%	12.5%
Stephen Paul Astley	N/A (Subscriber)	£1	12.5%	12.5%
Coast Community Radio and Media CIC	N/A (Subscriber)	£2	25%	25%
Sound Radio Limited	N/A (Subscriber)	£2	25%	25%
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)
N/A	N/A	N/A

Details of persons who control the applicant

- 3.8 Complete the table overleaf, 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)
N/A	N/A	N/A

- 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 overleaf, 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	N/A			
Full name of 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

- 3.12 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	Yes (subject to result)	Jeffrey Pearson is seeking election to the ward seat of Penrhyn in the forthcoming local government elections.

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; ¹	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

f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent

¹ 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.

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Television Commission and Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or a predecessor regulator)?

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 a predecessor regulator)?

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 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details	Area
(a)	CR102884BA/1	Sound Radio Ltd	Towyn, Wales
(b)	SRSL103664WT/1	Coast Community Radio & Media CIC – Bayside Radio RSL (Short Duration)	Bay of Colwyn, Wales
(c)	DP103648BA/1	Coast Community Radio & Media – Bayside Radio DSPS	North West Wales
(d)	AL100806BA/2	Wire FM	Warrington and Halton
(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.

SOUND BAY COMMUNITY DIGITAL CIC 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 detailed financial forecast that sets out annual income and outgoings with a 36-month cash flow forecast is included in Appendix A.

Capital Investment – £38,000

SOUND BAY's aim is 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 supplier. SOUND BAY via its member COAST COMMUNITY RADIO & MEDIA has selected Viamux to provide the multiplexing/transmission solution as well as professional services (project management, site surveys, network design, configuration, installation and training).

Operating Costs – £21,164 (per annum)

Transmission

The ongoing costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company. SOUND BAY's selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring 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

SOUND BAY will subscribe to Optimux - the low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB network. For a low-cost monthly fee, Optimux allows us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It also provides us with full invoicing and direct debit collection to streamline the payment of carriage fees. Optimux also monitors the multiplex and will alert 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 anticipate that SOUND BAY's turnover to be below the VAT registration threshold which will mean all carriage fees will remain exempt 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

SOUND BAY COMMUNITY DIGITAL CIC will be funded through a combination of member's fees/guarantees and a member's working capital loan. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

SOUND BAY COMMUNITY DIGITAL is a Community Interest Company (CIC) limited by guarantee with no share capital (CLG) and has members, not shareholders.

b) Loan stock

A working capital loan will be provided by Coast Community Radio & Media CIC.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities. The multiplex/transmission equipment is being provided by Coast Community Radio and Media CIC.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

The project is not reliant on grants or donations.

f) Other (please specify)

- 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 (£)
Coast Community Radio and Media CIC	N/A	£38,000

- 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 is shown in appendices.

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

SOUND BAY COMMUNITY DIGITAL CIC is a strongly local applicant group with collaboration at its heart. SOUND BAY brings together experienced individuals and partner organisations to share the investment and operating costs in a truly collaborative local enterprise.

SOUND BAY's founders are the two community radio stations and a number of experienced broadcasters who have a thorough understanding of running a successful local social enterprise:

COAST COMMUNITY RADIO AND MEDIA CIC

CCRM CIC (established in 2018) operates Bayside Radio – a not-for-profit community orientated radio service for the Bay of Colwyn and Conwy county on DAB digital radio. Bayside Radio broadcast a 24/7 SRSL service on FM during the COVID-19 lockdowns.

<https://www.baysideradio.co.uk>

SOUND RADIO LTD

Sound Radio is the Ofcom licence holder for Sound Radio 103.1 – the not-for-profit FM community radio service for Towyn, Kinmel Bay, Rhyl, Abergele, Prestatyn and surrounding towns and villages of the Vale of Clwyd. <https://www.soundradio.wales>

TEAM

Simon Wynne, Jeffrey Pearson, Jeremy Hemming, Gary Carr, Stephen Astley and John Roberts are all individuals that bring a wealth of skills, knowledge, experience and passion for this project and have been working on bringing small-scale DAB to the North Wales coast since the original submission of an expression of interest back in 2017

General Management

Simon Wynne will be responsible for the day-to-day general management of the multiplex service reporting to the broader team of Directors.

Technical & Operational Experience

SOUND BAY has commissioned Viamux to be the stakeholder responsible for the launch of the multiplex. SOUND BAY will be responsible 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.

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

Team

As mentioned earlier, the participants in SOUND BAY share a track record of successfully establishing and operating radio stations as well as local and small-scale DAB multiplexes. The combined experience of stakeholders as multiplex operators and service providers demonstrates these capabilities and give us an excellent understanding of what is required in the Llandudno & Betws-y-Coed – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Personnel

Simon Wynne is highly experienced in radio management and operations and is a former Director of Wire FM Warrington, 1458 Lite AM Manchester and Commercial Manager at Marcher Sound Radio. In a career spanning over 30 years which includes roles in programming and revenue generation at the Liverpool Daily Post and Marcher Sound Radio, Simon has a broad wealth of relevant experience and the skills required to ensure the successful establishing, financing and marketing of the small-scale multiplex. For 15 years before leaving the BBC to pursue other ventures including Coast Community Radio CIC, he was responsible for the strategic planning of high-profile BBC marketing campaigns as Media Portfolio Manager for the BBC's Youth brands, Live Music, Freeview and Digital Radio. Simon, a locally raised Welsh speaker, will be responsible for the day-to-day general management of the multiplex service reporting to the broader team of Directors.

Director **Gary Carr** is an experienced broadcaster and station manager having worked in the radio industry, commercially and with community radio for over 35 years. Gary has a high profile locally and his talents and connections will be beneficial to the success of the small-scale mux. His extensive programming knowledge and advice will be crucial for assisting fledgling community and sound service broadcasters launch their services and succeed over the longer term. He is well placed to provide a good overview of how the services are best able to succeed due to a strong knowledge of the local market having worked as a daily presenter on a North Wales commercial radio station for nine years. Gary is well embedded in community radio and was Chairman of Llandudno Community Radio in its early days. Today Gary is a Director and Manager of Sound Radio with a strong mandate for training and development. He also operates a successful entertainment business which has been active since 1975.

Craig Kenneally has over 15 years' experience in the industry and a range of complementary operational skills which will be of benefit to Sound Bay Community Digital. Craig has worked in radio since 2009, starting with student radio until he joined Point FM community radio station based in Rhyl in 2010. He spent 7 years as a volunteer with the station as technical engineer, web content designer and developer and presenter. In 2016 he won two awards at the Community Radio Awards, Gold for 'Best Entertainment Show' and Silver for 'Best Male Presenter'. Craig also has a keen interest in music and audio production.

Alex Hodgson, as a non-executive member of the Sound Radio board, has over 10 years' experience in broadcasting and as the holder of a full amateur radio licence and working as an IT trainer, is responsible for the technical aspect of operations.

Steve Astley has been involved in local community radio for over 25 years and is one of the founding directors of Sound Radio Wales. In 1997 Steve worked in a team setting up a new community station (Shore FM) and joined the board as Technical Director building and setting up broadcast studios. He also ran courses in conjunction with the local college on Radio Programming. In 2013 Steve joined Point FM as a presenter before going on to establish Sound Radio Wales with other members of the board in 2018.


As a founding Director of Coast Community Radio and Media CIC, **Jeffrey Pearson** has been instrumental in building valuable community connections. As a long standing and experienced Bay of Colwyn Town Councillor and former Mayor, Jeff maintains strong links with local businesses and the voluntary support networks who can provide access to grant funding, third-sector resource and financial assistance. This is not solely of benefit to Sound Bay Digital CIC but also to those who aim to establish audio and radio services for communities across the transmission area.

Jeremy Hemming has more than two decades experience as a successful, high profile journalist across local, regional and national newspapers and radio. Jeremy has been valued contributor to a number of television documentaries and demonstrates strong editorial judgement. He will provide a strong independent perspective on the governance of Sound Bay Community Digital and provide support to fellow broadcasters aiming to source and curate local news. Crucially Jeremy can assist broadcasters in making those vital community connections necessary for effective and engaging local programming.

John Roberts is a non-executive member of the Coast Community Radio and Media board and Welsh language policy advisor. John is principally responsible for the Welsh language output of Bayside Radio and maintains a high profile within the Welsh speaking communities of North Wales. John will perform a crucial role in the development of a second Bayside Radio service and will ensure that Welsh language organisations and small-scale broadcasters receive the support and advice required to develop services and pop up stations. A key objective of Sound Bay Community Digital is to passionately support a rich and vibrant Welsh culture including Eisteddfod and Urdd orientated events. John is a former Welsh language broadcaster and programmer with Marcher Sound Radio, a retired headmaster of a well-respected local school and a Conwy County Councillor.

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 in Wales.

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  the small-scale DAB solution specialists
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:

SOUND BAY COMMUNITY DIGITAL CIC intends to launch the multiplex in less than 9 months from award of licence.

Upon award SOUND BAY 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, SOUND BAY 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.

SOUND BAY 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

Our supplier, Viamux has confirmed the availability of all equipment and services to satisfy 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 project GANTT chart (Appendix E) 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):

Coast Community Radio & Media CIC (T/A Bayside Radio) DP103648BA/1

Sound Radio Ltd. CR102884BA/1

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.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Coast Community Radio & Media CIC (T/A Bayside Radio)	C-DSP	Heads of Terms
Sound Radio Ltd	C-DSP	Heads of Terms
Crest Radio	C-DSP	Heads of Terms
Radio pop I fyny	DSP	Heads of Terms
Love 80s	DSP	Email
Love 90s	DSP	Email
Radio Conwy Mind	DSP	Heads of Terms

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

SOUND BAY 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, the SOUND BAY small-scale DAB platform will remain accessible to new entrants – a place where innovative formats and Welsh language broadcasting will be encouraged and nurtured.

Proven

The members in SOUND BAY bring together a track record of successfully establishing radio stations and local & small-scale DAB multiplexes.

SOUND BAY 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 audio concepts. SOUND BAY will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our goal is to ensure, as far as possible, that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership

An award of this licence to SOUND BAY 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 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, discussed with prospects and at www.soundbaydigital.co.uk. SOUND BAY has openly discussed our transmission plans, carriage terms and indicative fees. SOUND BAY 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:

SIMON ROBERT WYNNE

Date of application:

10 APRIL 2022

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