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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

Erimux Limited

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

Middlesbrough & Redcar

**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 Middlesbrough and Redcar SSDAB polygon encompasses coast, country and urban populations, with a diverse range of cultures and industry. People living in the polygon have a strong common identity as part of the wider 'Teesside' area.

The population is at its densest in the west of the polygon. There are many vibrant urban and industrial areas along the River Tees valley, including Middlesbrough, South Bank, Eston and Redcar. The eastern section of the polygon is more rural and less densely populated, and the topography features cliffs, hills and valleys along the coast and North Yorkshire Moors surrounding the towns and villages of Guisborough, Saltburn, Brotton, Skinningrove and Loftus.

We have carefully chosen our two transmission sites at Nunthorpe and Dunsdale to reach as high a proportion of the population as possible. Using our expert knowledge of the topography of the area, gained from operating existing Ofcom licences in Middlesbrough and Redcar, our coverage predictions indicate that the sites we have chosen will provide excellent indoor coverage to 87.6% of the population within the polygon area.

We are aware that there will be a separate SSDAB licence for Stockton-on-Tees, and whilst a small amount of overspill from our proposed service is unavoidable, we have worked hard to ensure this is kept to a minimum.

Our overriding 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 Middlesbrough & Redcar 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.

We believe that having the area's two Ofcom-licensed community radio stations - Community Voice FM Ltd and East Cleveland Community Radio Ltd – as participants and officers in Erimux was not just desirable but essential for the long-term future of both organisations and the success of small-scale DAB in Middlesbrough & Redcar.

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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)
Nunthorpe, Ormesby Bank,	NZ 54188 16131	20m	Folded Dipole max bearing 90 deg	New	35W
Dunstable	NZ 60180 19868	20m	Omni - 75w ERP	New	75W

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 $\mu$ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

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

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

- the number of people falling outside the Middlesbrough & Redcar 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 $\mu$ 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"> <li>• Diffraction geometry – Deygout 94-2</li> <li>• Subpath attenuation – coarse integration</li> <li>• FZ fraction 0.8</li> <li>• Earth radius (sea and land) - 8,500km</li> </ul>
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):

Erimux Limited

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

13352428

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:

Redcar Beacon, Esplanade, Redcar, England, TS10 3AA

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
Jeremy Gartland	Redcar Beacon, Esplanade, Redcar, England, TS10 3AA	UK	Director, East Cleveland Community Radio Limited	IT Manager
Idrees Rashid	Redcar Beacon, Esplanade, Redcar, England, TS10 3AA	UK	Director, Community Voice FM Ltd	Public Health
Andrew Quince	Redcar Beacon, Esplanade, Redcar, England, TS10 3AA	UK	Director, East Cleveland Community Radio Limited	Owner, IT services company
Community Voice FM Ltd	169 Victoria Road, Middlesbrough TS1 3HR	UK	None	N/A
East Cleveland Community Radio Ltd	Redcar Beacon, Esplanade, Redcar, England, TS10 3AA	UK	None	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
Jeremy Gartland	30	30	30%	30%
Idrees Rashid	30	30	30%	30%
Andrew Quince	30	30	30%	30%
East Cleveland Community Radio Ltd	5	5	5%	5%
CVFM	5	5	5%	5%

### 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.)

<b>Name of body corporate identified in response to question 3.8</b>	N/A			
<b>Full name of participant</b>	<b>Number of shares</b>	<b>Total investment (£s)</b>	<b>Total investment (%)</b>	<b>% of voting rights</b>
N/A	N/A	N/A	N/A	N/A
<b>Comments</b>				

### 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; <sup>1</sup>	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?

<sup>1</sup> 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.

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

	Licence number(s) (if known)	Details	Area
(a)			
(b)			
(c)	CR100123	Zetland FM	Redcar and Cleveland
(c)	CR000144	CVFM	Middlesbrough
(d)			
(e)			

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(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.

Erimux 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 detailed financial forecast that sets out annual income and outgoings with a 36-month cash flow forecast is included in Appendix A.

### **Capital Investment – £36,000**

Erimux'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. Erimux 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 – £37,000 (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. Erimux'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**

Erimux 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 Erimux'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**

Erimux Limited will be funded through a combination of equity and a shareholder working capital loan of £36,000. 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

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

a) Share capital

**Erimux Limited is capitalised at £100**

b) Loan stock

**A working capital investment loan of £36,000 will be provided by the shareholders. We anticipate this loan being repaid within the term of the licence. 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 (£)
J Gartland	30%	£12,000
I Rashid	30%	£12,000
A Quince	30%	£12,000
East Cleveland Community Radio Limited	5%	£0
Community Voice FM Ltd	5%	£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 member 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**

Erimux Ltd is a collaboration between Zetland FM and CVFM, the two existing community radio stations that broadcast within the Middlesbrough and Redcar polygon. Erimux is a strongly local applicant group.

At its heart, Erimux brings together experienced individuals and partner organisations to share the investment and operating costs in a truly collaborative local enterprise.

Erimux's founders are experienced broadcasters and have a thorough understanding of running a small-scale DAB multiplex:

### **Key Personnel**

#### **Jeremy Gartland**

Jeremy's main areas of expertise are radio station management and broadcast technology.

Born in Middlesbrough, Jeremy has a strong passion for the area. He has an intimate knowledge of the area and its people and places, gained from living and working in Middlesbrough and Redcar all his life.

Jeremy has almost 35 years of radio experience, having first become involved with hospital radio in Middlesbrough in 1987.

Since then, he has worked in various roles at local radio stations across the north-east, including TFM, Metro FM, Wear FM, Stray FM and Fresh Radio, gaining a huge amount of expertise in all aspects of operating a radio station.

In addition to radio, Jeremy's other lifelong passion is computers and IT, and he currently works as a strategic IT manager for a leading educational trust in the Northeast. His extensive IT knowledge, coupled with years of radio expertise, makes Jeremy ideally placed to lead developments in technologies such as small-scale DAB.

Jeremy is the founding Chairman of Zetland FM, the Ofcom-licenced community radio station for Redcar and Cleveland. As well as being responsible for successfully applying for the FM licence in 2013, Jeremy oversaw the launch of the station in 2015 and has been station manager during the six and a half years that Zetland FM has been on air. This involves the day to day running of the radio station, including overseeing the business and sales operations, managing volunteers, and ensuring compliance with Ofcom and other bodies.

Under Jeremy's management, Zetland FM has gone from strength to strength, winning a number of national Community Radio awards, and gaining a nomination for a Queen's Award for voluntary service in 2018. Jeremy has been proud to see members of the Zetland FM team receive awards for Inspiring Women, business excellence, and nominations for prestigious industry ARIA awards.

Jeremy is extremely proud of the achievements of the team at Zetland FM, a radio station that is at the heart of its community - interviewing local people, attending local events, publicising the work of local charities and organisations, and providing a valuable service of local news and information to the community of Redcar and Cleveland.

### **Idrees Rashid**

Idrees is the Chairman of Community Voice FM (CVFM Radio), the Ofcom-licensed community radio station for Middlesbrough and has almost 25 years of radio experience, having first become involved with RSL radio as part of Ramadan Radio broadcasts.

Idrees played an instrumental role utilising his RSL experience to successfully apply for the FM licence and oversaw the launch of the station in 2009. He plays a proactive role within the organisation, which involves the day to day running of the radio station, including overseeing the business and sales operations, managing volunteers, and ensuring compliance with Ofcom and other bodies.

Under Idrees's leadership, CVFM Radio has gone from strength to strength, with focus on making the airwaves more diverse, the station is home to numerous of Ethnic minoritized and LGBT+ communities of Middlesbrough. With the convergence of radio, digital and social media, Idrees has been ahead of the curve when it comes to community broadcasting leveraging emerging platforms and technologies.

Idrees is extremely proud of the achievements of the team at CVFM, with the annual Ramadan broadcast raising thousands of pounds for charitable organisations and local VCS partners. Idrees plays a key and prominent role at the heart of Middlesbrough's diverse and multicultural communities and was recently presented with the 'Boro Hero' Award by the Elected Mayor of Middlesbrough for his community work and for playing a prominent role within the Covid Champions Network during the pandemic supporting vulnerable communities.

Idrees's main areas of expertise are community engagement and social media broadcasting. Born in Kashmir, Pakistan, Idrees has been a resident of Middlesbrough for nearly 40 years and has strong links and knowledge of the area and its diverse communities.

Idrees has worked in various roles within Public and Voluntary Sectors and is currently employed by Middlesbrough Council as health improvement specialist and lead for health of minoritized ethnic communities.

In addition to radio, Idrees volunteers his time to support numerous public bodies and is currently the vice-chair of Cleveland Police's Strategic Independent Advisory Group and a co-opted community representative on the Middlesbrough College's Equality and Diversity Committee. He also is founder member and director of communications for the Tees Valley Muslim Council. His extensive community knowledge, coupled with years of radio and broadcast experience, makes Idrees well placed to support the Erimux team to ensure small scale DAB is as diverse and vibrant as possible.



### **Andrew Quince**

Andrew's main areas of expertise lay in IT which he has been involved with for most of his life.

Andrew's interest in radio started in 1993 when he was introduced to hospital radio as a station engineer.

After 7 years working for telecommunications provider Orange which involved website development, he left to setup his own local IT business providing amongst other things IT support for small business, telecoms, CCTV and radio transmission for local radio stations including providing the FM transmission for Pride FM.

Andrew is the Technical Director for Zetland FM and was heavily involved from the beginning with the setting up of the transmitter and two studios. He has also provided tech facilities for a number of outside broadcasts to increase the stations visibility in the community. He has also provided ongoing support from the offset helping the station go from strength to strength.

Andrew has a keen interest in radio technology and the future of small-scale DAB and a passion to bring this to his local area.

### **East Cleveland Community Radio Limited and Community Voice FM Ltd**

Erimux has ensured that East Cleveland Community Radio Limited and Community Voice FM Ltd - the operators of the two local community radio stations which currently broadcast within the Middlesbrough and Redcar polygon - are involved at the core level. Each station has been given a 5% shareholding in Erimux, and also corporate representation at director level.

This means that Zetland FM and CVFM can ensure that Erimux maintains our commitment to community-focussed broadcasting, and that the needs of community broadcasters are represented throughout the licence period.

### **Technical & Operational Experience**

Erimux has commissioned Viamux to be responsible for the launch of the multiplex. Erimux 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.


Erimux 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 above, the participants in Erimux share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders demonstrates these capabilities and give us an excellent understanding of what is required in the Middlesbrough & Redcar – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

**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:  <a href="http://www.viamux.com">www.viamux.com</a>  
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:

Erimux Ltd intends to launch the multiplex in less than 9 months from award of licence.

Upon award Erimux 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, Erimux 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.

Erimux 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 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 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):

East Cleveland Community Radio Limited (CR100123) – participant shareholder & corporate director

Community Voice FM Limited (CR100144) – participant shareholder & corporate director

## 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
Zetland FM (East Cleveland Community Radio Limited)	C-DSP	Heads of Terms
CVFM (Community Voice FM Ltd)	C-DSP	Heads of Terms
Southside Hospital Broadcasting	C-DSP	Heads of Terms
Red Army Radio	C-DSP	Heads of Terms
CityLive Radio	C-DSP	Heads of Terms
Al Mustafa Radio	C-DSP	Heads of Terms
Radio Rekindle	C-DSP	Heads of Terms
Teesside University Radio (TUXtra)	C-DSP	Email
45 Radio	DSP	Heads of Terms
Ambron Radio	DSP	Heads of Terms
Angel Radio	DSP	Heads of Terms
First Choice Radio	DSP	Heads of Terms
Frisk Radio	DSP	Heads of Terms
Gaydio	DSP	Heads of Terms
Glitterbeam Radio	DSP	Heads of Terms
Radio Stockton	DSP	Heads of Terms
Swinging Radio 60s	DSP	Heads of Terms
YO1 Radio Extra	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**

Erimux 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 Erimux small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

### **Proven**

The members in Erimux bring together a track record of successfully establishing radio stations.

Erimux 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. Erimux 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 Erimux 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. Erimux has openly discussed our transmission plans, carriage terms and indicative fees. Erimux 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:**

JEREMY GARTLAND

**Date of application:**

22 APRIL 2022

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