
Small-scale radio multiplex licence

Application form – Part A (public)

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

DERBY DAB LTD

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

THE DERBY POLYGON

1. Overview

Based on sustainability, our technical plan enables Derby DAB to serve the city well using two transmitter sites

The extent of Derby DAB's proposed coverage equates to 76% of the Ofcom licence area polygon population 85% of the Derby urban area

Three well-established radio organisations bring experience and know-how to the Derby DAB project

Proven business expertise of our board members has allowed us to take a pragmatic view towards balancing coverage aspirations with essential cost control

Derby DAB: award to operationally live in 10 months

Derby Sound CIC is a participant in the applicant group and will apply to Ofcom for a C-DSP licence so that their service may be carried

3 C-DSP services would be carried on our multiplex

Derby DAB has reached out to a total of 43 different programme service providers

20 potential service providers have returned expressions of interest

Adoption of our developed policy will ensure we trade fairly and inclusively in a competitive environment

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 extent of Derby DAB's proposed coverage equates to 76% of the Ofcom licence area polygon population

The terrain and its impact on propagation

The city of Derby occupies the central southern part of this comparatively small polygon (230 km²) and is the principal population centre (206,359 adults) making up 85% of the advertised area's population. The city is located in the south of Derbyshire, 8 miles west of the M1 and on the River Derwent. To the north are the foothills of the Pennines where in some parts of the polygon area, heights of 130m A.O.D. are reached. In contrast there are flat plains across the south of the area, typically of 30-40m A.O.D. A spur of high ground makes a diagonal ridge across the southern part of the city running north-west to south-east presenting a challenge for single site coverage.

Our proposed transmission sites are to the north and west of the city. However, to adequately reach the far north of the polygon area and serve localities such as Belper (population 19,530) additional transmitters are required. At this stage the cost of extending a single frequency network this far north is prohibitive and would impact negatively on our ability to establish a service that is financially viable overall. It is also noted that Belper and the surrounding area has greater affinity with other localities found across a belt that makes up the wider area to the south of Chesterfield.

Population covered

Our target area is the adult population in the Derby city area. We achieve this target because our predicted coverage area at the 63dBuV/m contour means that upwards of 85% of the Derby urban area population, would be able to receive our signal (76% of the total polygon adult population).

Extent of our predicted coverage

Of particular note the important areas of Allestree down to Stenson Fields and across to Spondon these are fully serviceable areas in our technical plan.

The table overleaf summarises the extent of our predicted coverage:

Derby	Adults 15+	Percentage
Licence area population:	244,356	100.0%
Predicted coverage inside polygon:	185,926	76.1%
Predicted coverage outside polygon:	2,886	1.2%
Local DAB service 1. LRMS: Derbyshire:	647,026	100.0%
Total predicted coverage:	188,812	29.2%

Overlap with Local DAB service 2. LRMS Nottinghamshire is minimal.

Co-block protected areas

The licence advertisement lists ten potential co-block areas: Sheffield & Rotherham, Newark-on-Trent, Rutland & Stamford, Market Harborough, Nuneaton & Hinckley, Wolverhampton, Telford & Shrewsbury, Stoke & Newcastle, Congleton & Leek and Glossop & Buxton are shown as possible co-block protected areas.

Seeking to maintain outgoing interference below specified levels

Our analysis and predictions have suggested that due to the close proximity of some of these co-block areas, there is a likelihood that in a limited number of cases, unwanted signals in excess of 38dBuV/m from the proposed Derby DAB multiplex, may be received in some of these areas.

With overspill (outside the polygon) already limited to 1.2% of the polygon total adult population, to demonstrate the degree to which we have gone to resolve this challenge, we can share that we have conducted detailed analysis in two specific areas:

- the directionality in the HRP where practicable, and
- combinations of possible sites and power levels.

If required, we can provide Ofcom with our 38dBuV/m coverage plot. We also believe the interference would not appear as severe with more detailed clutter data.

The table overleaf summarises the current position and likely impact into the listed polygon areas.

As may be seen from the table below, four out of ten areas are unaffected by our predicted coverage while a further three – Stoke & Newcastle, Congleton & Leek and Glossop & Buxton show the tiniest degree of pick up along one or two minor roads on high ground in what looks to be unpopulated areas.

Three further areas will possibly receive minor levels of interference on high ground in sparsely populated areas.

All areas avoid pronounced impact.

Summary of interference into possible co-block protected areas at 38 dBuV/m

Description of coverage:	No noticeable interference	Minor pick-up on high ground on edge of polygon. Sparsely populated area	Slightly more pronounced pick-up on edge of polygon/high ground. Sparsely populated area	High ground but across polygon.
Impact:	No discernible impact	Very low impact	Low/medium impact	Substantial impact
Polygon:				
Sheffield & Rotherham	X			
Newark-on-Trent	X			
Rutland & Stamford		X		
Market Harborough		X		
Nuneaton & Hinckley		X		
Wolverhampton	X			
Telford & Shrewsbury	X			
Stoke & Newcastle		X		
Congleton & Leek		X		
Glossop & Buxton		X		

Our solution

We have proposed to reach 76% of the population inside the polygon area employing a principal site and a relay of 30 watts e.r.p. Should Derby DAB be awarded the Derby small-scale radio multiplex licence, we would willingly work with Ofcom to tailor our technical plan, applying necessary remedies and approaches, once there is certainty regarding which co-block areas require protection. In short, our aim is to serve an appropriately sized population in the Derby advertised area, while developing a final technical plan that will keep outgoing interference within acceptable levels, once we are in a position of greater clarity.

Potential for hole-punching

Finally, we have conducted an assessment into the likelihood of A.C.I. and this is set out in answer to Q5.2 (O-R) in Part B of this application.

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 proposed with bearing	New or existing antenna	ERP (W)
Markeaton	SK 3397 3801	36m	Co-linear omnidirectional	New	100W
Littleover	SK 3281 3384	10 m	3 element yagi 140 degrees ETN	New	30W

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.

Please see coverage map overleaf

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.	HTZ Communications V23.0 release 1456
Detail the terrain model used by the software and its resolution.	ATDI SRTM 2003 30 x 30 spatial sampling
Detail the ground cover (clutter) data used by the software and its resolution.	ATDI 50m precision Extracted from satellite photography 1999-2001
What propagation algorithm has been used?	Deygout 94-2 with coarse integration Frensel Zone fraction 0.8
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.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Digris Ltd

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):

Derby DAB Ltd

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

14335618

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:

140 East Parade, Bradford, BD1 5BP

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

Yes

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

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
Gaydio Community Interest Company – Ian Wallace	1a Manchester One, 53 Portland Street, Manchester M1 3LF	UK	<u>Director:</u> Gaydio Digital Ltd; Gaydio Brighton Ltd <i>Radio broadcasting</i> <u>Director:</u> St Wilfrids Management Company Ltd. <i>Residents property management</i>	none

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

<p>Matthew Paul Ramsbottom</p>	<p>Sunrise House 140 East Parade, Bradford BD1 5BP</p>	<p>UK</p>	<p><u>Director:</u> Oldham FM Ltd <i>Broadcasting</i></p> <p><u>Director:</u> Oldham Chronicle Ltd <i>Publishing</i></p> <p><u>Director:</u> Credible Media Ltd <i>Media</i></p> <p><u>Director:</u> Bolton and Bury DAB Ltd <i>Media</i></p> <p><u>Director:</u> Credible Focus Ltd <i>Media</i></p> <p><u>Director:</u> MK Digital Media Ltd <i>Media</i></p> <p><u>Director:</u> Wolverhampton DAB Ltd <i>Media</i></p> <p><u>Director:</u> Sound Kitchen Manchester Ltd <i>Hospitality</i></p>	<p><u>MD</u> Oldham FM Ltd <i>Broadcasting</i></p>
<p>Rajan Parmar</p>	<p>Sunrise House 140 East Parade, Bradford BD1 5BP</p>	<p>UK</p>	<p><u>Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i></p> <p><u>Director:</u> Spice Entertainment Ltd <i>Broadcasting & Hospitality</i></p> <p><u>Director:</u> Infocus Digital Media Ltd <i>Media</i></p> <p><u>Director:</u> Bradford Digital Media Ltd</p>	<p><u>Executive Director</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i></p>

			<p><i>Media</i></p> <p><u>Director:</u> Credible Focus Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> Bolton and Bury DAB Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> BBD Digital Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> MK Digital Media Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> NN DAB Ltd</p> <p><i>Media</i></p> <p><u>Trustee:</u> Alan Foster Trust <i>Charity</i></p>	
Usha Parmar	Sunrise House 140 East Parade, Bradford BD1 5BP	UK	<p><u>Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p> <p><i>Broadcasting</i></p> <p><u>Director:</u> Spice Entertainment Ltd</p> <p><i>Broadcasting & Hospitality</i></p> <p><u>Director:</u> Infocus Digital Media Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> Leeds Digital Media Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> Bradford Digital Media Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> BBD Digital Ltd</p>	<p><u>CEO</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p>

			<p><i>Media</i></p> <p><u>Director:</u> Credible Focus Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> MK Digital Media Ltd</p> <p><i>Media</i></p> <p><u>Director:</u> NN DAB Ltd</p> <p><i>Media</i></p> <p><u>Trustee:</u> Rishi's Vision</p> <p><i>Charity</i></p> <p><u>Trustee:</u> Jai Maa Bhameshwari Kali Mandir</p> <p><i>Charity</i></p>	
Rashid Mustapha	Sunrise House 140 East Parade, Bradford BD1 5BP	UK	<p><u>Director:</u> Digris Ltd <i>DAB Transmission</i></p> <p><u>Director:</u> Opendab C.I.C. <i>Radio Broadcasting</i></p> <p><u>Director:</u> MK Digital Media Ltd <i>Media</i></p>	Chief Technology Officer Digris Ltd
Paul Boon	Sunrise House 140 East Parade, Bradford BD1 5BP	UK	<p><u>Director:</u> Manchester DAB CIC <i>Radio Broadcasting</i></p> <p><u>Director:</u> Opendab CIC <i>Radio broadcasting</i></p> <p><u>Director:</u> City West Digital CIC <i>Radio applicant group – Dormant</i></p> <p><u>Director:</u> MK Digital Media Ltd <i>Media</i></p>	

			<u>Director:</u> LAP Digital Ltd <i>Radio Broadcasting</i>	
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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
Gaydio C.I.C.	30	£30.00	30%	30%
Oldham FM Ltd	30	£30.00	30%	30%
Infocus Digital Media Ltd	30	£30.00	30%	30%
Digris Ltd	5	£5.00	5%	5%
Derby Sound	5	£5.00	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)
Oldham FM Ltd Oldham Chronicle Ltd Credible Media Ltd Sound Kitchen Manchester Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Matthew Ramsbottom

Infocus Digital Media Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Rajan Parmar
Credible Focus Ltd Bolton and Bury DAB Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Oldham FM Ltd
Bradford City Radio Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Usha Parmar

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		

- 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	

- 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	

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				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				

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	Yes	Usha Parmar is a Trustee of Rishi’s Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as being neither of a ‘wholly or mainly’ religious nature.
An individual who is an officer of a body falling within (b) or (c);	No	N/A

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

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 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
(a)	N/A	
(b)	N/A	
(c)	CR000186BA/2	Gaydio - Manchester
	CR101283BA/1	Gaydio – Brighton
	DSP000067	Gaydio (London, Manchester, Brighton)
	Licence number not known	Gaydio Manchester 3 x RSLs (2006-2007)
	RSL	Tower FM (Bolton/Bury), 1994, 1995
	AL100192BA/2	Imagine FM 1994-2005, 2012-2018
	AL100918BA/2	Tower FM, 1999-2007
	AL000073BA/5	The Pulse, 2001-2003
	AL000077BA/6	BRMB (Free Radio), 2006-2007
	BBC000022WT/2	BBC Local Radio, 2007-2012
	AL000061BA/5	Free Radio (Beacon Black Country, Wyvern FM and Beacon Shropshire), 2007-2012
	AL000119BA/6	Revolution 96.2, 2014-2020
	AL101134BA/2	Revolution 96.2 from 2015 to Nov 2020
	DP101091BA/1	Mom’s Spaghetti from Nov 2020 – present
	RSL	Mela FM (RSL in Manchester) June 2001
	AL000037BA/2	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) - 2004 to date
	DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013

	DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
	DP000061BA	Manchester Small-scale Multiplex Trial service since May 2016
	DS103920	Bradford Digital Media SSDAB
(d)	N/A	
(e)	N/A	
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	AL101134BA/1	Breach of licence. No sanction imposed.

- 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		

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.

Agreed and confirmed funding together with a clear expenditure plan and capital costs tailored to deliver coverage to the majority of potential listeners in the area, are clear indications that Derby DAB can establish the proposed service

Derby occupies a central part of the UK in the foothills of the Pennines and with a city population of 206,359 is of moderate size. With the aerospace and rail sectors producing approximately a third of the city's Gross Value Added and 12% of total employment, the city's economic output and efficiency is driven by advanced engineering businesses. Derby also remains a popular place to live and study.

The terrain prevents even and robust coverage both in the city itself and beyond to the wider polygon area to the north. Yet incremental coverage improvements bring a greater capital and operational cost burden. For this reason, Derby DAB has settled for a two-site proposal which the directors believe to be manageable.

In terms of latent demand for carriage (there being only one licenced analogue community radio service in Derby), the activities of community radio (both analogue and online) while well targeted, remain low in total numbers.

With income coming from the fees charged for carriage Derby DAB has turned to radio services from outside the licence area in order to make the operation of this licence financially viable. Our target is to achieve a sustainable level of income so that the radio multiplex will flourish and will still be able to continue to deliver subsidised carriage to service providers who qualify for C-DSP licences.

The procurement of assets will be funded primarily by director loans – repayable over the early years of the licence period. The company benefits from three principal investing shareholders who are well placed to ensure adequate resources are available to deliver this service well within the fixed 18-month timescale. Gaydio CIC, Oldham FM and Infocus Digital Media comprise our three principal lenders. Together they will lend 90% of the required capital in order that the company may plan, purchase and build-out the radio multiplex over a ten-month period.

To determine the scale of this required expenditure, a detailed budget has been produced. The costs have been taken from a line-by-line listing of components and other areas of cost. This in turn has been validated against a detailed quotation from Digris, business knowledge and operational experience, and applied to this Derby radio multiplex licence application.

A similar approach has been taken in assessing the revenue potential from this radio multiplex service. Supporting information can be provided to Ofcom on request.

High-level estimation of costs:

<u>Item</u>	<u>Cost £s</u>
Transmitters	12,000
Core equipment	5,000
Ancillary equipment	4,000
Network design	2,500
Installation	5,000
Total:	28,500

Expenditure:

Pre-operational costs	4,000
Annual operating expenditure	28,000

As may be seen from the figures set out above, with the company being capitalised at £40,000 and initial costs of £28,500 plus pre-operational expenditure, the radio multiplex service would launch with a surplus of £7,500 plus any pre-payment income from carriage customers. This gives our company confidence in being able to establish the proposed service.

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

a) Share capital

The share capital in Derby DAB is nominal

b) Loan stock

N/A

c) Leasing/HP facilities (capital value)

N/A

d) Bank overdraft

e) N/A

f) Grants and donations

g) N/A

h) Other (please specify)

Loans will be given to Derby DAB from its shareholders		
Loan schedule (please see also 3.19 below):		
Lender	Shareholding	Amount
Gaydio Community Interest Company	30%	£12,000
Oldham FM Ltd	30%	£12,000
Infocus Digital Media Ltd	30%	£12,000
Digris Ltd	5%	£2,000
Derby Sound*	5%	£2,000
*This loan will be underwritten in full by Paul Boon		

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 (£)
Gaydio Community Interest Company	30%	£12,000
Oldham FM Ltd	30%	£12,000
Infocus Digital Media Ltd	30%	£12,000
Digris Ltd	5%	£2,000
Paul Boon on behalf of Derby Sound	5%	£2,000

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 of the funding is confirmed

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.)

The Derby DAB team of directors and associated specialists have between them, more than adequate skills and experience to demonstrate to Ofcom that they have the ability to establish the proposed service

Four experienced directors will share responsibility for overseeing the day-to-day operation of the Derby radio multiplex. In particular, using their first-hand understanding of the requirements of programme service providers they will take the lead in ensuring that the multiplex will carry a full range of programme services and that the mux continues to be run on an operationally sound basis.

Importantly, their previous relevant experience outlined briefly below will be supplemented by support from Digris, our transmission partner who will plan, implement, build-out, test and maintain the transmission aspects of the service going forward. Digris will also handle the distribution of audio material and the multiplexed signal in our SFN setting.

Ian Wallace

A founding partner in Gaydio Community Interest Company, Ian as business director has played a key role in the creation, development, establishment and growth of the radio brand, in Manchester initially, and later throughout large parts of the UK. Today Gaydio can be heard on the London III multiplex as well as six of the ten small-scale DAB trials, including Manchester and Brighton. Indeed, Gaydio sublets its analogue community radio transmission site to the Manchester trial DAB multiplex licensee.

Ian's field of responsibility extends throughout the operational and business side of the organisation. He has experience in resolving engineering issues, putting necessary contingencies in place and is skilled in managing the use of software, ensuring systems remain secure. Having led a sales team for eleven years, Ian is also an expert in contract negotiation. In addition to this work, Ian oversees the development of the Gaydio Academy, an activity that maintains a close connection between the radio station and the communities it serves.

Matt Ramsbottom

Matt Ramsbottom has substantial experience in both business and broadcasting and is a former Managing Director at Revolution 96.2 FM, recently sold to Bauer, and at Orion Media, having previously worked in a senior role at The Wireless Group.

He is an accomplished radio professional and entrepreneur with experience at working with clients at all levels. More recently, he has jointly overseen the launch of the new “Mom’s Spaghetti” and “Madchester Radio” services, along with managing the re-launch of the local newspaper, The Oldham Evening Chronicle both online and in print.

He also works on large outdoor events, including contract management, artist liaison, strategy & planning, and logistics. His team were one of the original service providers for the Manchester small-scale radio trial multiplex, committing to the service before launch, and one of the few original services to remain on board throughout its tenure. Matt is comfortable working in business management at all levels, such as his own business’ clients which include local authorities, as well as engaging with larger radio groups, industry groups, community projects and regulatory bodies. He is a member of the Radio Academy.

Usha and Raj Parmar

Usha and Raj spearhead the Executive team at Sunrise Radio (Yorkshire) where as director/shareholders they utilise on a daily basis, a wide range of governance, compliance, broadcasting, general managerial and leadership skills.

These range from management and administration of sales contracts to overseeing programming and presenter direction, studio management, project management, accounting, sponsorship and airtime sales, marketing, website design and maintenance, creating social media initiatives and through other businesses – project, event and logistics management.

Usha and Raj have made their mark over a number of years as highly successful radio station operators and their proven track record shows that they are more than capable of contributing to the management and establishment of the multiplex and are able to conduct successful relationships with those seeking carriage.

Together they have led Sunrise Radio (Yorkshire) as early adopters of DAB radio broadcasting. In 2004 two Sunrise services were carried on the Bradford and Huddersfield multiplex. Today the company holds a DSP licence and in addition to broadcasting on the ‘relevant’ local DAB multiplex, Sunrise was one of the first radio companies to reach audiences via the Manchester and Glasgow small-scale DAB trial multiplexes.

In 2020 Usha and Raj founded Infocus Digital Media. They were awarded the Bradford small-scale radio multiplex licence in July 2021 and are members of consortia that were awarded the small-scale radio multiplex licence for Leeds, Blackburn, Burnley and Darwen and Oldham & Rochdale licences.

Digris (Rash Mustapha)

Rashid is director and Chief Technology Officer of the UK arm of European transmission specialist Digris. His work has been in two key areas - in broadcast radio engineering and in telecoms as a senior technologist. Rash has designed installed and operated AM, FM and DAB transmission systems for a quarter of a century.

More recently he has worked in applying and integrating software design and low-cost computer technology with DAB transmission systems – commonly known in the UK as small-scale DAB. This work included extensive testing and management of a government funded trial.

Recipient of a Digital Radio UK award for his contribution to the radio sector, Rash was formally recognised for his work when he was made an MBE in 2019.

Digris Ltd a subsidiary of Digris AG is a Swiss broadcast radio engineering company which specialises in DAB technology. Digris would be contracted to manage, design, build, install and oversee the day-to-day technical operation and monitoring of the encoding, multiplexing and transmission system.

Paul Boon

Paul is an independent radio specialist. Up until 2017, he worked in radio broadcasting policy and regulation where his work programme included a number projects such as the Ofcom response to the Government's Digital Britain report and the Local Radio Multiplex licence award for Suffolk. He dealt with Arqiva (Digital One & BBC) Bauer, Global, MuxCo and Wireless/UTV on multiplex variation requests and other licencing and compliance matters. Paul was also editor of the radio and audio chapter of Ofcom's annual Communications Market Report.

A former managing editor of the radio industry's weekly trade publication the Radio Magazine, Paul has been radio station managing director, project manager, sales manager, marketing manager, journalist, broadcaster, consultant and broadcasting lobbyist over a period of three decades.

Paul brings a combined skill set of operational management and business know-how, UK radio market intelligence, policy implementation, creative flair, regulatory compliance and technical project management.

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	Digris Ltd	Established in 2012 Digris specialises in DAB installing, operating and maintaining transmitters throughout Switzerland, France and now in the UK for small-scale radio multiplex licensees in Manchester, Leeds and Bradford.
Ongoing maintenance of the transmission equipment	Digris Ltd	
Installation of the Multiplexing equipment	Digris Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	

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:

Derby DAB: award to operationally live in 10 months

Experience drawn from Rounds 1 & 2 has shown that securing effective site agreements has the capacity to absorb a disproportionate and significantly large amount of time.

We have included this and other factors including the availability and supply of equipment and components, into our roll-out timetable.

With these factors in mind, and allowing adequate time for finalising and receiving approval of our technical plan, we anticipate our service being operational within 10 months from award.

Our high-level Gantt chart lists 26 key activities grouped together as seven facets.

While many individual activities (shown in blue) will be resolved within four to eight weeks, certain activities will take longer to conclude. For example, we have adopted a worst-case scenario in terms of time spent resolving any potential risk of undue interference. Although we note Ofcom's new process may be fully implemented by this date, we have still allowed up to 5 months. Additionally for frequency clearance we have allowed up to 7 months. We have shown any such overruns in yellow on the plan.

Supported by the Gantt chart, submitted as **Annex 1**, which illustrates those activities which depend upon predecessor activities being concluded, we are led to our assessment that without overruns, we can expect to be operationally live in 10 months from award.

- 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.

An outline project plan is included as Annex 1.

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):

Derby Sound CIC is a participant in the applicant group and will apply to Ofcom for a C-DSP licence so that their service may be carried

Derby Sound CIC will be beneficially entitled to 5% of the voting shares in the applicant company.

Radio Ikhlas Derby's only licensed analogue community radio service was approached and offered a route to participating in Derby DAB Ltd, but they declined.

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.

Three services in the Derby DAB line-up will apply for C-DSP licences		
Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Derby Sound Community Radio	C-DSP	Participant
Radio Ikhlas <u>CR000011BA/3</u>	C-DSP	Heads of Agreement
Derby's Community Radio CIC (Bad Radio)	C-DSP	Expression of Interest
45 Radio	DSP	Heads of Agreement
Akash Radio	DSP	Expression of Interest
Cosoro	DSP	Heads of Agreement
Desi Radio	DSP	Expression of Interest
Eirewave	DSP	Expression of Interest
Gaydio	DSP	Heads of Agreement
Gorgeous Radio	DSP	Expression of Interest
Love 80s	DSP	Heads of Agreement
Love 90s	DSP	Heads of Agreement
MMH	DSP	Heads of Agreement
Moms Spaghetti	DSP	Heads of Agreement
Panjab Radio	DSP	Heads of Agreement
Radio Sangam	DSP	Heads of Agreement
Sunrise Radio	DSP	Heads of Agreement
Sunrise Radio Gold	DSP	Heads of Agreement
Timeless	DSP	Heads of Agreement
Westside Radio	DSP	Expression of Interest
Please see also Annex 2 evidence or arrangements with service providers		

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.

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

Our website and proactive engagement have led us to contact 43 potential service providers. From this we have initiated relationships with 20 potential service providers.

Derby DAB's dealings and transactions have been transparent and our proposed implementation of a detailed trading policy, common to all services, will serve us well during the licence period.

Measures taken prior to Ofcom's advertisement announcement

A long association between three directors of Derby DAB and Derby Sound (formerly In 2 Derby) has been cemented through this application.

The operators of Derby Sound, a community online radio service submitted an expression of interest to Ofcom back in September 2018.

At that point group members reached out to services that might be interested in broadcasting in our area including Mash Up Youth Provision, the University of Derby, Phantom Media - Derby Union of Students and Action Derby. Others approached at the time were Gaydio and Sunrise Radio Yorkshire (Bradford City Radio) who today, through Infocus Digital Media is a shareholder in Derby DAB along with Gaydio CIC. Both would be service providers should our company be awarded a licence.

Approaching potential programme service providers following Ofcom's advertisement announcement

During the early days following Ofcom's licence advertisement Infocus reached-out to Radio Ikhlas the only Ofcom licensed analogue community radio service in the city area. As the working relationship developed Radio Ikhlas supplemented their early expression of interest and committed to signing Heads of terms of Agreement with Derby DAB to be carried on the multiplex in the event of this applicant group being awarded the radio multiplex licence.

Derby Sound Community Radio CIC further championed Derby DAB locally, reaching out to contacts and raising awareness of the opportunity for radio services to be carried on the multiplex, as follows:

- * Social media posts promoting the Derby DAB opportunity for local stations, including tagging local radio stations and radio projects via their station facebook page with over 1,900 Likes and their twitter profile with 1373 followers

- * Specific social media posts about Derby DAB generated 120 impressions on twitter and a post reach of 154 people on facebook.

- * Contributing to a media release sent to the local paper Derby Telegraph and their online service Derbyshire Live

During this period Derby DAB launched its website which also attracted interest.

Measures taken in our dealings with C-DSPs and DSPs

Moving on to the negotiation process, our dealings with all prospective digital sound programme providers have been level, open and transparent. Our Heads of terms of Agreement form is standardised with common terms. It shows indicative prices for carriage whether these are heavily discounted carriage costs for community radio (C-DSPs) or showing the full standard indicative price.

Measures we will take during the licence period

Our website will showcase our finalised carriage charges and the process of applying for carriage. We will pledge on the website that we will not charge more than the rate-card rate shown.

To promote competitive entry, applications for carriage will not be assessed purely on economic grounds.

To this end we have developed a trading policy. Our policy for trading in a fair and competitive environment embodies four overarching thresholds and our application procedure will be a three-stage process. Our thresholds include aspects such as localness, extent of appeal and robustness of the proposal. Applicants will be encouraged to make their case in the submission of their expressions of interest. Our process includes sifting and reviewing applications and placement on a waiting list. Upon conclusion, uniform carriage agreements with shared basic terms will be issued to service providers.

A full copy of our policy can be made available to Ofcom on request.

We believe that in adopting this structured approach we will demonstrate fairness in a manner that will stand up to scrutiny.

Overall, by embodying all the elements above, in particular our role in encouraging inclusivity, Derby DAB can be seen to have developed a rigorous framework with defined areas of activity. This framework when taken as a whole, should, we trust, be seen to have been constructed in a manner calculated to ensure fair and effective competition in the selection and engagement of programme services for carriage on the Derby DAB small-scale DAB radio multiplex.

6. Declaration

About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
 - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under section 145 of the Broadcasting Act 1996;
 - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests;
 - iii) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name (BLOCK CAPITALS) of the person authorised to make the application of behalf of the applicant:

USHA PARMAR

Date of application:

12 October 2022

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

Company director.