
Small-scale radio multiplex licence

Application form – Part A (public)

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

Central FM Ltd

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

Stirling & Falkirk

APPLICATION FORM:

Publication date: 14 July 2022

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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):

Our aim is to provide good quality indoor and outdoor coverage across the polygon in a way that maximises coverage yet stays within the parameters laid down by Ofcom in terms of overspill, overlap and the protection of other named polygons. We can achieve this through the use of the Earls Hill radio transmission site:

The Stirling & Falkirk small scale polygon will cover a truly historic part of Scotland as know as 'the Forth Valley.'

Home to a unique blend of towns, villages, and sweeping rural landscape, the area is a mix of the highly populated towns and city centres of Falkirk (FK1/FK2) & Stirling (FK7/FK8) to the hillfoot towns and villages in Clackmannanshire (FK15).

The proposed reach extends to Dunblane in the north to the Avon Gorge in the south where Falkirk's council boundary meets West Lothian and from Cumbernauld in the west in North Lanarkshire to Bo'ness in the east on the Firth of Forth.

The River Forth itself winds through the valley, rising in the Trossachs to the west of the broadcast footprint, with some of Scotland's most popular tourist attractions along its route including - the Kelpies, Stirling Castle, the Battle of Bannockburn site and Doune Castle.

The main commuter corridors take listeners between key areas via the A91, the A9. Whilst those who work in Scotland's largest cities could tune in on the M80 to the west to Glasgow, or take the M9 east to the capital - Edinburgh.

- 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 ht (m agl)	Antenna type & bearing	New/existing antenna	ERP (W)
Earls Hill Radio Station	NS718884	36m	2-ele Yagi @120deg ETN	New	60w

- 2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

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

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

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

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

2.4 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI's modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ADTI.

3. Ability to establish the proposed service

Applicant's details

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

Central FM Ltd

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

SC115009

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:

The Studio, Munro Road, Springkerse Industrial Estate, Stirling, FK7 7XQ

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

Yes.

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
QUINN, John Pollock	20 Barnton Street, Stirling, Scotland, FK8 1NE	UK	See confidential appendix L	None
QUIRK, Norman Linton	20 Barnton Street, Stirling, Scotland, FK8 1NE	UK	None	None

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

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
PRUDENTIAL CLIENT (MSS) NOMINEES LTD	1401	1401	0.002	0.002
JOHN POLLOCK QUINN	710286	710286	93.950	93.950
LAURA STEWART	529	529	0.001	0.001
JOHN RAE	2802	2802	0.004	0.004
DAVID BAIN	2112	2112	0.003	0.003
UNIVERSITY OF STIRLING	568	568	0.001	0.001
TADEK KOPSZYWA	529	529	0.001	0.001
SCOTTISH RADIO HOLDINGS PLC	37801	37801	0.050	0.050
Comments				

Details of relationships of control

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

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Central FM Ltd	20 Barnton Street, Stirling, Scotland, FK8 1NE	JOHN POLLOCK QUINN

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)
Central FM Ltd	20 Barnton Street, Stirling, Scotland, FK8 1NE	JOHN POLLOCK QUINN

- 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:

Full name of individual	Name of body in which individual is a director or designated member
JOHN POLLOCK QUINN	See Appendix L

- 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:

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.

Name of body corporate identified in Q3.8	N/A			
Full name of participant	No. of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				

Involvement of the applicant in specified activities

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; ²	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

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.

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?
Yes .
- b) Has the applicant ever held an Ofcom broadcasting licence before?
Yes.
- 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.

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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)	AL000047BA/2	Central FM - independent commercial radio station for Stirling
(b)	AL000047BA/2	Central FM - independent commercial radio station for Stirling
		Ann Marie Miller
(c)		2002-2010 Central FM
(c)		2011-2015 Bauer Cash for Kids
(c)		2015-2016 Radio Tay FM (Dundee)
(c)		2016 - 2018 Bauer Cash for Kids
(c)		2018 - Present Central FM
		Liam McCann
(c)		2007 - 2010 GMG
(c)		2010 - 2011 West FM (Ayrshire) Bauer
(c)		2011 - Present Central FM
		Norman Quirk
(c)		1974 - Radio Clyde
(c)		1994 - 1996 Central FM
(c)		1994 - 1996 96.3 QFM
(c)		1994 - 1996 Discovery FM
(c)		1994 - 1996 Kingdom FM
(c)		2003 - 2007 Saga 105.2fm.
(c)		2018 - present Central FM
		John Quinn
(c)		2006 – Original 106
(d)		
(e)		
(f)		
(g)		
(h)		
(i)		

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

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.

A detailed financial forecast that sets out establishment costs, annual income & outgoings with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency for inflation reaching 15% built in to the figures.

Capital Investment – £24,000

The main capital investment is the multiplexing & transmission system. In selecting Viamux to provide the small-scale DAB solution as well as professional services (project management, site surveys, network design and build, software configuration, installation, training and ongoing support) we were mindful of their wealth of experience implementing DAB systems, the competitive pricing of their solution and the many customer references they have in the UK.

Operating Costs – £24,000 (per annum)

Transmission

The ongoing costs associated with transmission (site rental, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company. Our choice 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

We will subscribe to Optimux - the low-cost cloud-based control panel that simplifies 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.

Funding

The project is funded through a combination of equity and a shareholder working capital loan. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

There is no requirement for additional share capital to meet the costs outlined above.

b) Loan stock

As indicated in the financial appendices, a working capital investment loan will be provided via a directors loan. 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 (£)
Central FM Ltd	100%	£24,000

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 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.)

General Management

Post award, we will take responsibility for the day-to-day general management of the multiplex operation - managing commercial, financial and operational matters. This is simplified through the use of Optimux and with the ongoing support of Viamux..

Tasks include, but are not limited to;

- Recruiting new services;
- Issuing carriage agreements;
- Invoice management;
- Payment collection; and
- Working with programme services to ensure DSPS and regulatory licence compliance.
- Monitoring and Ofcom reporting

We will also be responsible for ongoing; accounts, IT, admin, legal, customer service and technical support.

Central FM Directors & Staff

The participants share a track record of successfully establishing and operating broadcasting operations.

John Quinn - Chairman and Main Shareholder

John Quinn became an investor and shareholder with Central FM in 1992, over the years his share-holding increased from 2.5% to 64% when he bought out The Local Radio Company's share in 2008. In the last year John increased his shareholding to 97%. In 2009 John became the joint shareholder and equal partner of Original 106. John played a pivotal role in turning the fortunes of this station around. In March 2019 John sold his share to DC Thomson. John was also involved in the bid for the West of Scotland FM licence in 2016. John is very passionate about local radio and is determined to help the local radio industry gain a wider voice in the communities they serve.

Norman Quirk - Director

Norman has worked across many radio stations since 1974. He started his radio career in 1974 as Financial Controller of Radio Clyde. He then moved away from Radio and returned in 1994 until 1996 as a director and chairman of Central FM. From 1996 until 2000, he came the Managing Director of Scot FM. He was also the chairman of the Independent Radio Group of Scotland and Director of 96.3 QFM, Discovery FM and Kingdom FM during this period. In 2003 until 2007 he was the managing director of Saga 105.2fm. In recent years he joined Central FM from 2018 to present as Director

Ann Marie Miller - Station Manager

Ann Marie Miller has worked in radio since 2002. She joined Central FM initially as a sales account executive and was promoted to Sales Manager within 6 months. Ann Marie was instrumental in taking the station into profit for the first time ever since its inception. She achieved this within 3 months of taking the position of Sales manager. Within 2 years Ann Marie was promoted to Station Manager. She ran the station successfully until Dec 2010. She joined Bauer radio in a senior role and was part of the Scottish Wide team until she returned to take over Central FM in 2018. Ann Marie managed the station through the most difficult time of the Covid Pandemic which saw over 90% on their income drop. Despite the challenges of the last 2 years, the station is on track to return a small profit in 2022.

Liam McCann – Content and Programme Manager


Liam has been in the engine room of Central FM since June 2011. Having already worked as a presenter and producer at GMG (Real, Rock & Smooth Radio) and Bauer (West FM) for some years, Liam joined to Central FM to take his first step into management. He has led the Content team since January 2018, growing audience, shaping social media channels and using his technical skills to ensure the station stayed on-air despite the greatest of challenges during the recent pandemic. Liam also has the technical ability and knowhow to operate and maintain the radio station's complex network of broadcasting equipment across FM, DAB and digital.

Jennifer Henderson - Financial Controller

Jennifer graduated in 2011 as a Chartered Accountant. During her accounts training she was involved with many local radio station groups annual audits covering a wide area of Scotland.

Jennifer joined Central FM as Financial Controller in Sept 2011. This role covers all aspects of the financials of the radio station, monthly management accounts, quarterly directors reports, annual setting of budgets. Management of business cashflow, debtors & creditors. Compliance with HMRC on Quarterly VAT & Annual Tax compliance. Other financial business involvement in the business management of financials of events companies, property investment & property development companies and Import business.

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 Ltd	 <p>Viamux is a leading supplier of small-scale DAB solutions in the UK & Republic of Ireland. Established in 2017, Viamux specialises in Ofcom licence applications and coverage predictions as well as designing, building, installing, operating and maintaining small-scale radio multiplexes with clients in:</p> <ul style="list-style-type: none"> • Manchester, • Edinburgh, • Liverpool • Blackpool, • Cardiff, • Newcastle & Gateshead, • Derry/London Derry, • Exeter, • Preston, • Warrington, Widnes & Runcorn, • Cheshire East • Cheshire Mid • Nottingham. <p>More info: www.viamux.com</p>
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

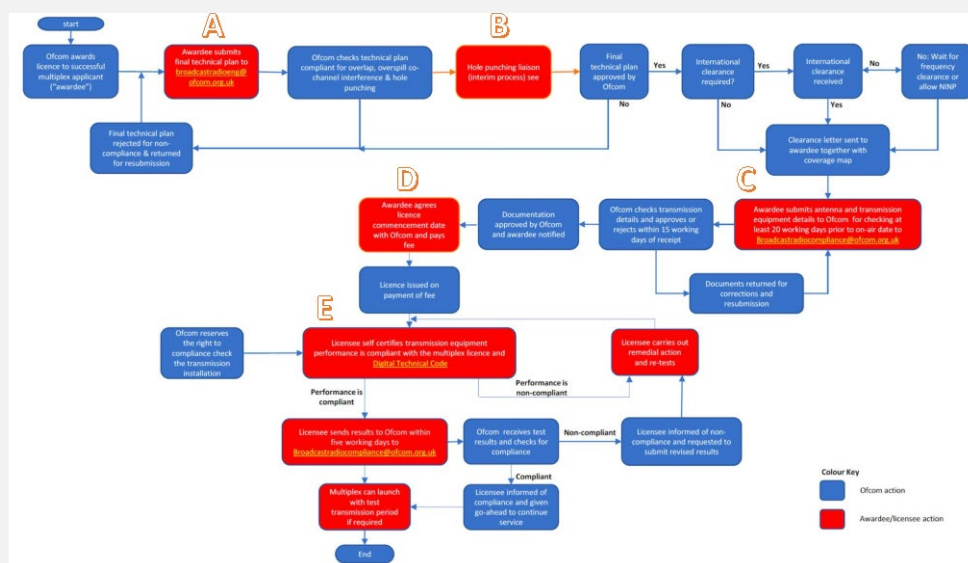
Timetable for coverage roll-out

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

Our aim is to launch the multiplex within 6 months of the licence award subject to Ofcom approval of our final technical plan.

Funding is already in place. We are continuing to actively pursue all expressions of interest and are confident to launch with a strong line-up of services.

Following the 'Guide to Launching' flowchart and the procedures set out in Ofcom's Technical Policy Guidance we aim to accelerate the implementation timetable by focusing on stages A to E.



Stages:

- A. In response to any technical mitigations in the award letter, we aim to finalise our site agreements and technical plan and submit to Ofcom within 4 weeks.
- B. On receipt of the hole punching document we will liaise with the national & local multiplex operators immediately. Responses received will be sent to Ofcom.
- C. Once the technical plan is signed off by Ofcom the equipment will be ordered and specifications shared with Ofcom. Installation date is scheduled and Ofcom is notified with twenty days' notice.
- D. Equipment is installed and commissioned.

As a leading small-scale DAB provider, Viamux will manage the implementation of the project. Availability of all equipment, software and professional services to meet our timescales are already confirmed.

We will be responsible for finalising site agreements and arranging broadband connectivity. A project GANTT chart (Appendix E) details the tasks, activities and timescales under which the implementation will be governed to achieve our target launch date.

- 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):

N/A

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
Forth Valley Radio C-DSP		
Radio Royal Hospital Radio C-DSP		
Forth Valley College C-DSP		
Stirling Community Media C-DSP		
Angel Radio DSP		
Edge Radio DSP		
Celtic Music Radio C-DSP		

Small-scale radio multiplex licence: Application form (Part A)

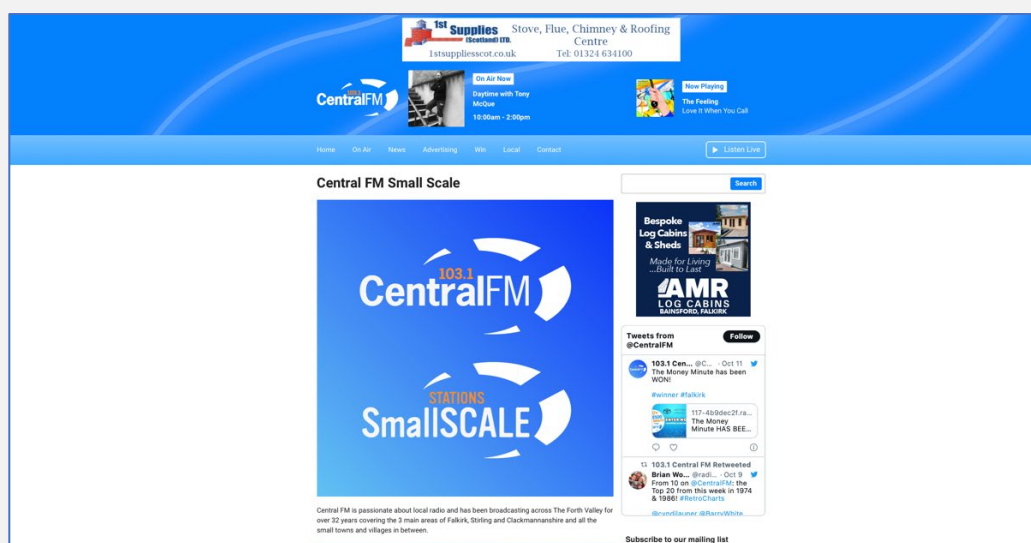
Caledonia TX DSP		

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.

Prior to submission of this licence application, we have taken the following measures to identify and engage with services providers:

- Online Presence – We launched a website at <https://www.centralfm.co.uk/smallscaledab/> to provide information about the project and the opportunities for prospective service providers. The website collected expressions of interest via an online form.



- Outreach - We also conducted research to identify active community and internet radio services. We made direct contact via email or phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the universities and the local college to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio service with the same offer.
- Consultation - Following the receipt of expressions of interest we engaged in early conversations with potential C- DSP and DSP providers, to give them an indication of pricing and capacity. From the consultation we were able to identify those that would enter into heads of terms and those that were keen but were only able to commit to an expression of interest at this stage.

- Media Coverage - Engagement with the website was promoted in a press release which was distributed to local/regional press and published on the Radio Today website. It has also been widely shared on social media.



- Outreach - We also conducted research to identify active community and internet radio services. We made direct contact via email or phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the universities and the local college to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio service with the same offer.

Following the award of licence, we will take steps to secure carriage agreements with those services that have signed heads of terms and engage openly with those services providers who completed expressions of interest:

Allocation or reservation of capacity is subject to the Service Provider either holding a DSP or CDSP Licence or being able to demonstrate that they have submitted their application to Ofcom for a DSP or CDSP Licence, respectively.

- If all the reserved capacity spaces on the multiplex have been allocated, additional service providers with CDSP's can be offered an unreserved space
- If the capacity on the multiplex is reached, a waiting list will be created with service providers kept up to date on any future availability.

Throughout this process, we have openly discussed our transmission plans, carriage terms and indicative fees. We have engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. As stated above, 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. In contracting or offering to contract with programme services providers, we will continue to act in a manner that ensures fair and effective competition.

Following the launch of the multiplex, we will continue to operate a transparent rate card policy, published on our website. The structure of our rate-card will reflect our core aim of supporting and encouraging community broadcasting by C-DSP licensed services with pricing to help them establish a long-lasting partnership with us for mutual sustainability.

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 on behalf of the applicant:

ANN MARIE MILLER

Date of application:

13 OCTOBER 2022

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

Station Manager