
Small-scale radio multiplex licence

Application form – Part A (public)

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

TorDab Ltd

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

Torbay

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):

'Torbay' is one of the largest proposed small-scale DAB polygons by area, covering 1,673 square metres, but with a population of only 251,549 residents aged 15+.

A largely rural polygon, its moniker is somewhat of misnomer. This is because the advertised area is much broader than simply Torbay, covering most of the South Hams and the greater part of Teignbridge.

In developing our proposition, we have kept in mind three guiding principles:

- Delivering a reliable, consistent and high-quality DAB service to as many households in the polygon as possible
- Making the service affordable to community services, small commercial stations and new entrants
- Achieving the above with a sustainable, long-term business plan

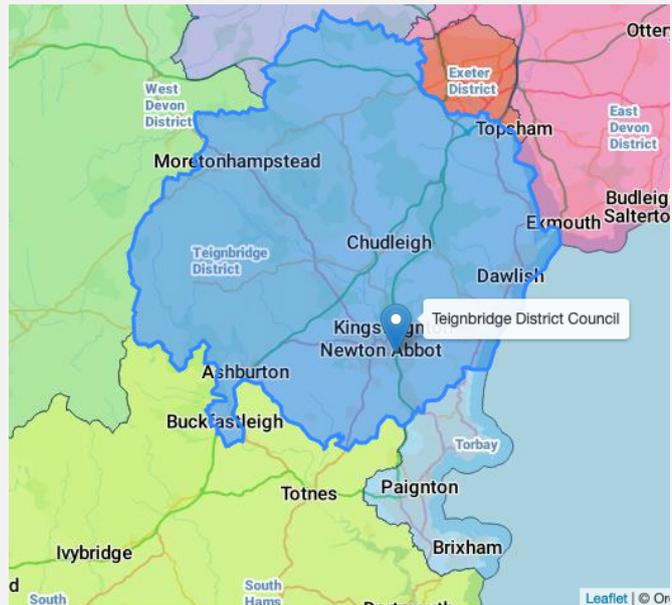
Our plan provides excellent coverage across the most densely populated areas of the polygon, particularly those parts that will be served by no other multiplex.

However, because the polygon is large, serving it fully would necessitate a high number of transmitters, and/or use of high-cost commercial transmission sites that would make financial sustainability difficult, or costs of carriage higher than we believe to be attractive.

We have considered the Arqiva/Cellnex sites at Beacon Hill and Holcombe Down, but as well as noting the points of concern in Ofcom's multiplex advertisement, we are just as concerned that these sites come at high costs. As financial sustainability and affordability to service providers are guiding principles, paying high ongoing transmission fees to conglomerates such as Arqiva rules out their use.

We have therefore decided on a three-transmitter single-frequency network, which provides coverage across almost all of Teignbridge and Torbay which fall within no other polygon.

Teignbridge is an area of 132,000 residents – roughly the same as Torbay - of which we estimate only about 20 per cent falls outside the polygon, mainly in the rural north. This means nearly half of the population of the Torbay polygon is actually within Teignbridge – and of this, only small parts are covered by other polygons, as indicated by the dark blue shading in the map below.



Our proposals are therefore predicated on providing excellent coverage to the vast majority of Teignbridge’s population within the polygon, including the key towns of Newton Abbot, Bovey Tracey and Kingsteignton that fall within no other polygon.

In the Torbay unitary area, our proposals provide excellent indoor coverage in challenging terrain, much of it at or around sea-level. The danger of overspill is another reason to avoid the troubling and expensive Beacon Hill and Holcombe Down Arqiva masts.

Geographically, our plan means that people in Devon will be able to enjoy stations on the TorDab multiplex as they drive from the polygon’s border with Exeter through to the South Hams.

In the South Hams, although towns such as Buckfastleigh, Dartmouth and Totnes have very good outdoor coverage, and good to very good indoor coverage, we are aware that much of the rural south west of the district remains unserved by our indoor proposals. We considered additional transmitters to serve this sparsely populated area but have deemed this unaffordable at the rates we wish to offer service providers. We have allocated resources based on population coverage across the polygon. At 96 residents per square kilometre, the density of the South Hams is half of that of both Torbay (196 residents per sq/km) and Teignbridge (200 residents per sq/km) – and is even lower in the south west. Moreover, as Ofcom is to advertise a separate licence area called ‘South Hams’ in due course which will fill this gap, we believe this is an acceptable compromise to ensure our plans are financially sustainable.

As outlined in Ofcom’s advertisement for this licence, a combination of topography and proximity makes overlap unavoidable to some extent. We have endeavoured to keep this to a minimum through our choice of sites. The most notable overlap is into Exmouth, which is also on the south Devon coast, but this is well within acceptable levels.

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)
Bovey Tracey	SX823792	12m	OMNI	New	200
Haldon Moor	SX918751	11m	2-ele Yagi @220deg ETN	New	200
Alpine Road	SX920156	8m	OMNI	New	50

The site owners have asked for their detail to be submitted in confidence. Full summary details of the sites are detailed in Appendix F

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

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

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

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

The transmitter network has been designed to minimise any significant interference above 38 dBµV/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

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	<ul style="list-style-type: none"> • 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):

TorDab Ltd

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

14248568

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:

c/o South Devon Radio, Unit 3 Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
James Parker	Torbay Weekly, c/o South Devon College, Vantage Point, Long Road, Paignton, TQ4 7EJ	UK	Devon Cricket Board Limited	Editor: Clear Sky Publishing
Julian Richard Sharp	Unit 3, Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB	UK	Radio Jingles Ltd; South Devon Radio DAB Ltd	Managing Director: Radio Jingles
Derek Bernard Sharp	Unit 3, Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB	UK	Radio Jingles Limited; South Devon Radio DAB Ltd; Alpine Lodge RCH Ltd, Alpine Lodge Trading Limited, Brands Media Limited	Managing Director, Alpine Lodge RCH

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.

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
South Devon Radio Ltd	51	51	51	51
Exe Communicate Ltd	29	29	29	29
Clear Sky Publishing Ltd	20	20	20	20

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)
TorDab Ltd	Unit 3, Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB	South Devon Radio
Alpine Lodge RCH Limited	Alpine Lodge, Alpine Road, Torquay, TQ1 1RB	Derek Sharp
South Devon Radio DAB Ltd	Unit 3, Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB	Derek Sharp

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

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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)
South Devon Radio DAB Ltd	Unit 3, Marble Court Business Park, Lymington Road, Torquay, TQ1 4FB	TorDab Ltd

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

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:

Full name of body corporate listed in 3.8	Body corporate controlled
None	None

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

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.

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.

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

Yes. Paul Nero is the owner of Exe Communicate, and is the controlling shareholder in Exe Broadcasting Ltd, the parent company of Radio Exe, which holds FM and DSP licences. Exe Communicate has a 29 per cent stake in TorDab Ltd.

- 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)	AL000318BA/3	Radio Exe
(b)	DP101968BA/1	Radio Exe DAB
(c)	DS103895	ExeDab Ltd

- 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.

Attached is a detailed financial forecast that sets out establishment costs of £55,000, annual income & expenditure with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency for inflation reaching 15 per cent. The financial structure ensures we are not over-capitalised and that the amount invested in the multiplex is not significantly higher than the real value of our assets; that earnings represent a fair return on capital employed and avoids a situation where capital is either idle or invested in asset that are not fully utilised.

Capital Investment – £55,000

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 – £22,000 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. For this reason, we have carefully selected sites for which we have been able to negotiate peppercorn rents, meaning our transmission costs are low. This is an important consideration in ensuring long-term sustainability.

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

TorDab Ltd is capitalised at £100. There is no requirement for additional share capital to meet the costs outlined above.

b) Loan stock

A loan for capital expenditure and working capital will be provided by the shareholders. £54,900 will be injected as loan stock, at zero interest, with a financial plan to begin repayments in month 19 after launch. 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	% of shares held	Amount of funding provided (£)
South Devon Radio DAB Ltd	51%	£28,050
Exe Communicate Ltd	29%	£15,950
Clear Sky Publishing Ltd	20%	£11,000

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
- Working with programme services to ensure DSPS and regulatory licence compliance.
- Monitoring and Ofcom reporting
- Promoting the multiplex and the benefits for service providers and listeners

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

Team

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

Julian Sharp will be responsible for day-to-day general management of the multiplex service. Julian is both well-known in the Torbay business and music scene, and an experienced provider to the commercial and community radio sector. The company of which he is managing director, Radio Jingles, has been in business for a quarter of a century and deals, or has dealt with, stations throughout the country, including Bauer, Global, Nation, Celador and predecessor companies in all their guises. It makes commercials and audio production for radio stations and for advertisers directly.

As such, Julian is fully conversant with contractual and licensing arrangements, and compliance requirements. In addition to his long association with the radio sector, Julian established South Devon Radio as an online community station in 2016, as a company in 2020 and more recently as a company limited by guarantee. Whilst the ambition has been to hold an Ofcom community licence, this has not been possible until now because the lack of FM opportunities. The station, which is applying for a C-DSP licence, has a clear focus on the over-50s demographic, which accounts for a growing proportion of South Devon's population.

Julian is supported by the wider participant group, all of whom are experienced media or community managers.

The team is led by Jim Parker, our chairman, who is a well-known and popular media executive in Torbay. Having been with the local newspaper the Herald Express (now part of Reach) for most of his working life, including being the legendary local editor, Jim is now executive editor of Clear Sky Publishing, a group established to provide community news to Devon, starting with the Torbay Weekly.

Service to the community is central to our philosophy, and we couldn't be prouder that we have someone as community oriented as Jim chairing TorDab. As well as his undoubted media expertise, Jim is:

- a trustee of the Torbay Community Development Trust, which helps more than 100 voluntary sector groups in the Bay
- Chair of the Torbay Together Partnership, a strategic task force that brings private, public and community sectors together to fight with one voice for Torbay, including with Westminster
- Chair of Sport Torbay
- A member of the Torbay Destination Management Group, overseeing the area's tourism marketing strategies
- Member of the executive of the Torbay Business Forum
- Member of the Torquay Town Deal Board
- Trustee of South Devon Gymnastics Club
- Chair of the Barton Hill Academy council
- Chair of Barton Cricket Club, Torquay
- Director, Devon Cricket Board
- First chairman of the South Devon Coaches Association and South Devon Development Group (cricket associations), and chair of the County Age Groups, for cricketers aged 11 to 17.

As our chair, Jim will ensure that, as well as being a sustainable operation, TorDab will deliver a quality network across the transmission area, focused on the locality, and that all members of our participant group deliver guaranteed services to community groups.

Although not a director nor a major stakeholder, Paul Nero, managing director of Radio Exe, advises on compliance, and has led the ExeDab multiplex application and subsequent preparations for launch.

Derek Sharp is a local businessman, and a director of three established companies. He will oversee TorDab's administrative, financial and company secretarial needs.

Technical Partners

The TorDab team will be supported by [Viamux](#) and [Optimum](#) - technology partners of ExeDab in the neighbouring Exeter polygon. Viamux services include multiplex network design & build, installation, support and maintenance.

TorDab will operate using Optimum, the market-leading small-scale platform developed specifically to simplify day-to-day management of small-scale DAB multiplexes. It employs an easy-to-use dashboard for managing, monitoring and reporting on all aspects of their multiplex as well as providing invoicing and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimum.

- 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 Manchester, Edinburgh, Cardiff, Newcastle & Gateshead, Derry/London Derry, Exeter, Preston, Warrington, Widnes & Runcorn, Cheshire Mid and Nottingham.</p> <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	

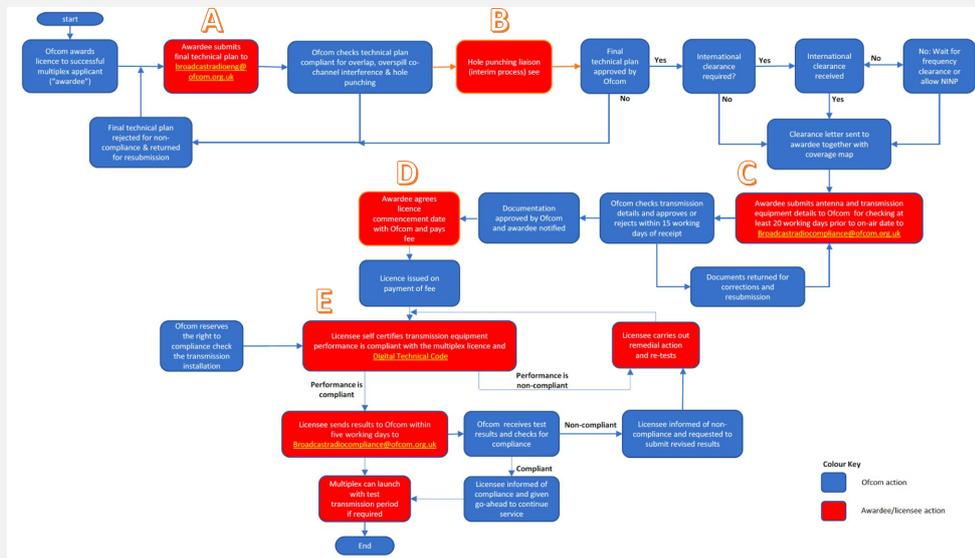
Timetable for coverage roll-out

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 nine months of the licence award, subject to Ofcom’s approval of our final technical plan.

Funding is already in place and heads-of-terms are sufficient to exceed the operating costs of the multiplex. 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?

Yes

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:

Yes. Devon20Twenty Torbay will be a rolling news and information station for South Devon, with everything people need to know in 20 minutes, every 20 minutes.

Overseen by professional management, but run by volunteers, and aiming to train people to level 3 in journalism (and some level 5s in broadcast journalism), we will submit a C-DSP application for this service shortly.

A project exploring the community benefits and volunteering opportunities of such a station has been already undertaken with the help of interns from the University of Exeter.

In addition to our own C-DSP station, TorDab has signed heads of terms or expressions of interest with seven further community stations, including South Devon Radio, a participant of TorDab. It means TorDab has sufficient interest from community stations to fill its reserved capacity, with eight stations included in our list outlined in section 4.4, below:

- A rolling local news service
- A station for the over 50s
- A station for the area's youth
- A station for people receiving residential, nursing or hospice care
- A hospital radio station
- A student radio station
- A station with output from a range of community organisations
- A general community station that is presently only available online

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)	C-DSP or DSP	Nature of evidence of support provided
Devon20Twenty Torbay	C-DSP	TorDab's own station, with signed heads of terms
South Devon Radio	C-DSP	Participant in TorDab, with signed heads of terms
TowerSound (Newton Abbot Hospital Radio)	C-DSP	Signed heads of terms
Life Care Radio	C-DSP	Signed heads of terms
Ocean Youth Radio	C-DSP	Signed heads of terms
South Devon Sound	C-DSP	Expression of interest
Together (Torbay Community Development Trust)	C-DSP	Expression of interest
Torquay Academy Student Radio	C-DSP	Signed heads of terms
Devon Diamond Radio	DSP	Signed heads of terms
Flashback	DSP	Signed heads of terms
Gulls Radio / Torquay United FC	DSP	Signed heads of terms
Ignite 90s	DSP	Signed heads of terms
On-Air Radio	DSP	Signed heads of terms
Pop Up Torbay	DSP	Indirect participant in TorDab with signed heads of terms
Property Radio	DSP	Signed heads of terms
Radio Exe Devon	DSP	Indirect participant in TorDab with signed heads of terms
Radio Exe Torbay	DSP	Indirect participant in TorDab with signed heads of terms
Sedgemoor FM	DSP	Signed heads of terms
Timeless Radio	DSP	Expression of interest
West Somerset Radio	DSP	Signed heads of terms
Zest 60s	DSP	Signed heads of terms
Confidential station A	DSP	Signed heads of terms

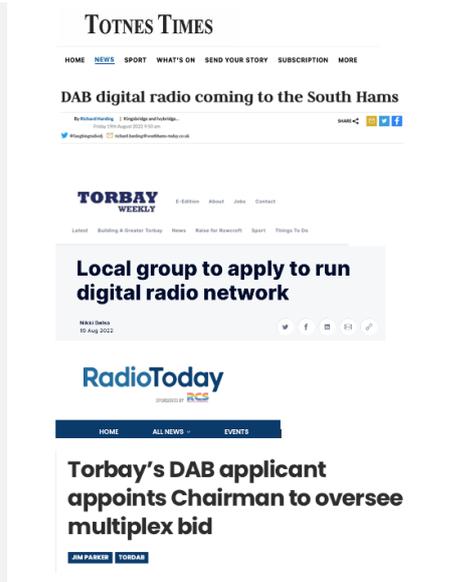
5. Fair and effective competition

- 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. We have promoted our proposed service publicly in the polygon and with the wider industry, supported by targeted calls and emails. Our pre-application activities included:

Website and social media: We launched our website www.tordab.com in the days following Ofcom's advertisement for the polygon in July. The site contains a contact form for interested service providers to get in touch.



Media coverage: Our initial press release was covered by local and industry press in August. Further coverage followed in September after a subsequent press announcement about the appointment of our chairman, Jim Parker, a well-known media executive and community group supporter in Torbay.



Outreach: We produced a flyer for distribution locally, outlining our plans and directing people to our website for further information – and we attended an exhibition at the Riviera International Centre to explain the benefits of the multiplex.



Approaching a wide range of prospective service providers:

We have proactively contacted known existing service providers in the south west, including online stations that may wish to make the switch to DAB in South Devon. We made contact by email and phone to ensure that radio operators in the area were aware of our plans. Commercial, community, hospital and student radio stations were all approached – and as a result we have signed heads of terms with all these categories of station.

We outlined our draft transmission plans, as far as practicable whilst negotiations were ongoing with landowners, as well as headline terms of agreement and indicative carriage fees, including a commitment to offer DAB carriage at a negligible rate for C-DSP licence holders.

Through our participant Exe Communicate, which indirectly is involved in neighbouring multiplex ExeDab, we are aware that expressions of interest do not necessarily turn into firm commitments to broadcast. Although the Torbay polygon will have a larger coverage area than Exeter, we are proceeding with caution to ensure that our financial plan is sustainable should expressions of interest not proceed to final contracts.

One organisation that is not on our list is community station Riviera FM, and this is a disappointment. Our participant's associated company Exe Broadcasting originally partnered in good faith with Riviera FM to submit a joint expression of interest to Ofcom for the Torbay polygon in 2018. Exe Broadcasting and Riviera FM are both participants in the Exeter polygon.

However, shortly after the Torbay licence was advertised in July 2022, Riviera FM explained it had been approached by an out-of-area group and offered a significant shareholding with no investment required and that they have accepted this inducement in order to "protect Riviera FM financially."

Riviera has since said they have "no interest in a DAB channel with TorDab" and must not be included in our prospective station list. However, our door remains open should they wish to join us, should our application be successful. This offer extends too to East Devon Radio/Haldon Radio, which has told us that its participation in another application precludes it from inclusion in our line-up of proposed services.

Acting in a manner calculated to ensure fair and effective competition

TorDab will always act in a manner that ensures fair and effective competition. Our negotiations with potential service providers are, and will continue to be, demonstrably fair and non-discriminatory.

We will continue to seek additional service providers and will be delighted to welcome any organisations that have hitherto given exclusive support to any rival group. In the interest of fair and open competition, we have not asked any potential service provider for exclusivity in the application process.

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.

Because we have as many expressions of interest for C-DSP slots as we have reserved carriage space, we will publish a protocol for selecting which stations may use these slots if demand outstrips supply.

Our draft carriage agreement is provided to Ofcom as an annex to this application.

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:

JAMES PARKER

Date of application:

14 OCTOBER 2022

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

Company director.