
Small-scale radio multiplex licence

Application form – Part A (public)

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

Central Sussex Digital Radio Limited

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

Haywards Heath & Uckfield

APPLICATION FORM:

Publication date: 30 March 2023



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1. Overview



Central Sussex Digital Radio Ltd is a local group with a distinct, and strong, set of USPs from well established local radio businesses that have real heritage, a deep local history, and a strong commercial track record.

We are delighted that our application includes support from all the well established local FM and community stations in the polygon, including: More Radio, Ashdown Radio, Mid Sussex Radio and Mid Downs Hospital Radio who have been around since 1976. Furthermore, we are looking to combine those established stations on the multiplex with new players to the area that offer something very different, such as Care Radio, Living With Disability Radio and Sussex Student Radio.

We are absolutely committed to growing radio listenership in this part of the county, and this is clearly demonstrated firstly by our proposed roster of stations included with this application, and secondly by our plans to support an ambitious C-DSP application, Living With Disability Radio. working alongside, and with the support, of the successful locally based Living With Disability magazine.

We're fully aware that running an SSDAB multiplex will not be without its challenges, both financially and technically, however we have the financial resources, the commercial track record and the economies of scale to make this multiplex a success. Our established local media brands will also play a key role in creating awareness to driving listenership, not only to the established stations but also to all the new entrants.

Our technical plan developed with Digris will initially cover 76% of the population within the advertised polygon, but we have aspirations to improve that coverage. This plan offers a broadcast solution that is both financially prudent and meets the specific and complex geographical technical challenges. It also gives us great confidence that our technical resource has such deep SSDAB expertise in Rash Mustapha, as well as the support of two of our group's highly experienced engineers in Neale Bateman and David Cunningham.

Our board, comprised of Allan Moulds, Paul Lelew, Justin Cottrell and John Dash, has considerable local knowledge and experience, a well-established network of contacts, both in the area and beyond, and a well documented history of supporting and encouraging local radio stations.

2. Extent of proposed coverage area

About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 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):

Population covered

The principal population centres in the Haywards Heath & Uckfield polygon are Burgess Hill, Crowborough, and of course Haywards Heath and Uckfield, although there are numerous smaller villages spread across the patch. The A272 runs through the middle of the TSA with the A23 on the fringes in the East, whilst the A22 runs to the West through Uckfield. Major population towns covered: Burgess Hill/Haywards Heath/Uckfield/Crowborough and numerous villages.

Unserved Areas

Our three transmitters concentrate 63dBuV (or greater) in the most populous areas. The challenging terrain makes it extremely difficult to deliver this field strength throughout the polygon in a financially viable manner. Mobile reception is still predicted on the most heavily used local roads, as these are slightly elevated in this area. Our coverage prediction supports this expectation. The areas underserved in our plans are Heathfield, Ticehurst and some surrounding villages.

We have identified a potential future fourth site - the ex-Diplomatic Wireless Service (and BBC World Service) transmitter site at Kings Standing, which was once home to 'Aspidistra', codename for what was once the most powerful broadcasting station in the world. A single mast remains on the site, which now belongs to Sussex Police.

Once the financial stability of the Haywards Heath and Uckfield multiplex is established, we would wish to explore the possibility of adding this 4th site with Ofcom, as it would significantly improve coverage contiguity between Haywards Heath and Uckfield.

Sustainability

This area has a relatively small and spread out population, which as a result places unique economic pressures that conspire against further relay transmitters at this stage, see our business plan for more information. Therefore our consortium, which has knowledge of the area's economics, believe that it is important not to over promise and under deliver.

The additional operating cost burden, including site rentals, would make attempting a thicker network build-out an unwise proposition during the early years of this new company

The following table summarises the extent of our predicted coverage:

	Adults 15+	Percentage
Advertised area population	155,820	100%
Predicted coverage inside polygon	118,595	76%
Predicted coverage outside polygon	5,045	3.2%
Local DAB Multiplex: LMRS Sussex	1,344,906	100%
Predicted coverage inside LRMS	123,640	9.2%

Co-block protected areas

This service would not cause any significant interference above 38 dBµV/m to small-scale DAB areas outside of the macro area.

If required, we can provide Ofcom with our 38 dBµV/m interference prediction.

Potential for hole-punching

Finally, we conducted a desk assessment into the likelihood of ACI and our investigation concluded that all three sites would fall mostly into the amber category.

The Haywards Heath site is located 80 metres away from the A272, and there the nearest dwelling is at 60 metres. The housing density nearby is low and the elevated ground suggests healthy signals will be available from other multiplexes.

The Uckfield site is in a sparsely populated area and is proposed to operate at low power. The Crowborough site is also proposed to operate at low power and with antenna directivity, to reduce the risk of ACI.

Our full ‘hole-punching’ assessment will be subject to a survey of multiplex signal strengths around the site which Central Sussex Digital Radio would carry out if it is awarded the licence and once the allocated sub-band and frequency is known.

Conclusion

Our predicted coverage reaches 118,595 adults (76%) inside the Haywards Heath & Uckfield polygon. Overspill has been constrained to 3.2%.

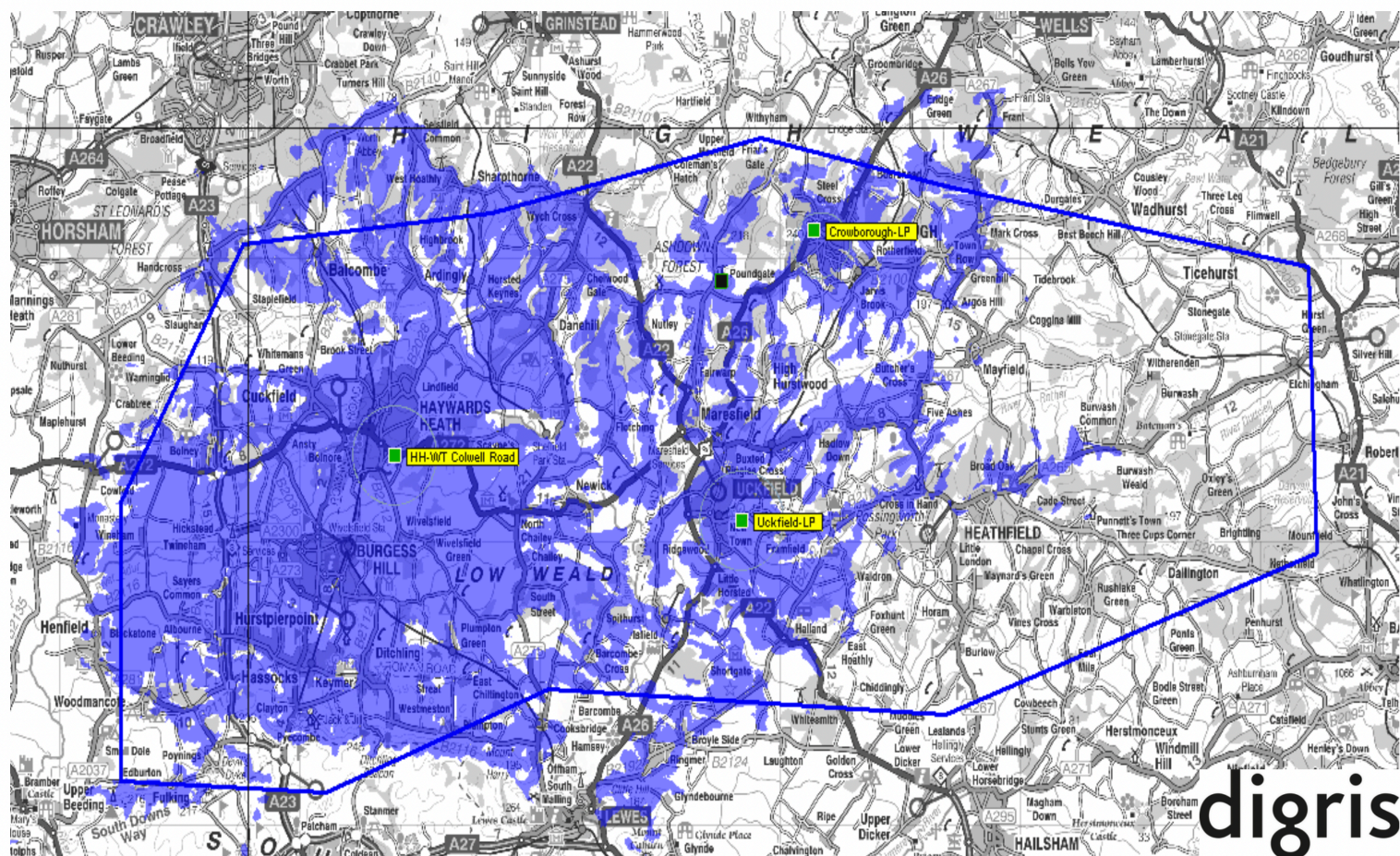
Central Sussex Digital Radio has in place contingencies in case of any necessary ACI mitigation or restrictions required by Ofcom due to spectrum re-use.

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)
Haywards Heath	TQ 3396 2307	35	Co-linear (ND)	New	100
Crowborough	TQ 5139 3102	18	3-element Uda-Yagi on 150 degrees ETN	New	25
Uckfield	TQ 4838 2077	35	Co-linear (ND)	New	20

- 2.3. Please provide below 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](#). In the interests of transparency, you **must** embed an inline map image within this form (even if you also submit a map as a separate supporting file). The map is also supplied in Annex 7.

Central Sussex Digital Radio – 63dB μ V/m Coverage



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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 Version 23.3 release 1488
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. Fresnel 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?	Rashid Mustapha, Digris Ltd

3.Ability to establish the proposed service

About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information is requested in Part B of the application form.

In the first part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a small-scale radio multiplex licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and properness to hold a small-scale radio multiplex licence.

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

Central Sussex Digital Radio Ltd

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

148224982

- 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:

Sussex Media Centre, Unit 4 Regent Business Centre,
Jubilee Road, Burgess Hill,
West Sussex RH15 9TL

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

Yes

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Allan Moulds (representing Total Sense Media Limited)	Sussex Media Centre, Unit 4, Regent Business Centre, Jubilee Road, Burgess Hill RH 15 9TL	UK	<p>SUSSEX LIVING LIMITED - magazine publishing (05000909), Director</p> <p>EJA PROPERTY LIMITED - property development (09207317), Director</p> <p>HEXAD PROPERTY LIMITED - property development (08715706), Director</p> <p>BEACON MEDIA LIMITED - magazine publisher (07599020), Director</p> <p>ISLE OF WIGHT RADIO HOLDINGS LIMITED - media holding company (06976483), Director</p> <p>ISLE OF WIGHT RADIO LIMITED - radio station, Isle Of Wight(02330384), Director</p> <p>SOVEREIGN RADIO LIMITED - radio station, Eastbourne (03276705), Director and Secretary</p> <p>ARROW FM LIMITED - radio station, Hastings (03249198), Director and Secretary</p> <p>SPLASH FM LIMITED - radio station, Worthing (04144486), Director and Secretary</p> <p>TOTAL SENSE MEDIA LIMITED - media holding company (05419601), Director and Secretary</p> <p>THE LETTING PEOPLE LTD - letting company (04512842), Director and Secretary</p> <p>MEDIA SOUND LIMITED - radio station, Mid Sussex (03191639), Director and Secretary</p> <p>EJA HOLIDAY PROPERTY LIMITED - property development (13120521), Director</p> <p>ABILITY PROMOTIONS 2022 LIMITED - magazine publisher, Living with Disability Magazine (13910090), Director</p> <p>CENTRAL SUSSEX DIGITAL RADIO LIMITED - SSAB application company (14824982), Director</p> <p>DIGITAL RADIO WEST SUSSEX LTD - SSDAB application company (14825188), Director</p> <p>HASTINGS DIGITAL RADIO CIC - SSDAB application company (14930875), Director</p> <p>OLD WESLEYAN CHAPEL FREEHOLD LIMITED - freehold management company (13735275); Director</p>	Employed by Total Sense Media as CEO

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<p>John Raymond Dash</p>	<p>408 The Grand, 1 Aytoun Street, Manchester M1 3DA</p>	<p>UK</p>	<p>LIFETIME RADIO CIC - audio therapy for those living with dementia (11196501), Director</p> <p>SENTIMENTAL RADIO LIMITED - online radio station. (13909692), Director</p> <p>FIRST LOCAL DAB LIMITED - shareholder in SSDAB licence for Cheshire (East). (13389604), Director</p> <p>LOCAL RADIO SUPPORT LIMITED - offering services for SSDAB stations and multiplex owners. (13226774), Director</p> <p>CARE RADIO CIC - a national radio station for carers, paid or unpaid, licensed by Ofcom. (12266313), Director and CEO</p> <p>JOHN DASH MEDIA LIMITED- production and training company. (12234803), Director and CEO</p> <p>QUEST MEDIA NETWORK LIMITED - media supplier and owner of Ofcom licensed Tameside Radio, and local digital and newspapers in Ashton-under-Lyne and Glossop, Greater Manchester. (05098603), Director</p> <p>POSITIVE DIGITAL MEDIA LIMITED (10722194) - owner of Ofcom licensed Cheesy FM and other digital ventures. Director</p> <p>RADIO LOLLIPOP (UK) LIMITED (01512339) - a charity providing audio therapy for sick children. Director and Chair</p> <p>RADIO LOLLIPOP (TRADING) LIMITED - commercial arm of Radio Lollipop (UK) limited, see above. (01680272), Director</p> <p>THE LOCAL MEDIA NETWORK LIMITED (10835918) - distribution and production company. Director and CEO</p> <p>DVC RADIO LIMITED - production company. (10836017), Director</p> <p>THE GRAND MANAGEMENT COMPANY LIMITED - building management company (03538702), Director</p> <p>JOHN DASH PR & MEDIA LTD - production and training company (09215264), Director and CEO</p> <p>DIGITAL RADIO WEST SUSSEX LTD - SSDAB application company (14825188), Director</p>	<p>N/A</p>
<p>Paul Anthony Lelew</p>	<p>Sussex Media Centre, Unit 4, Regent Business Centre, Jubilee Road, Burgess Hill RH 15 9TL</p>	<p>UK</p>	<p>ASHDOWN RADIO LIMITED - East Sussex community radio station (06448025), Director</p> <p>FLYING MOVIES LIMITED - company operating drones for commercial benefit (09843394), Director</p> <p>ORGASMIC FOODS LIMITED - dormant company (03296654), Director and Secretary</p>	<p>N/A</p>

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

Justin Andrew. Cottrell (representing Saratoga Realisations Ltd)	4 Mason's Yard, 177 Westbourne Street, Hove, East Sussex BN3 5FB	UK	PLESSEY SOUTHERN FLYING GROUP LTD - not for profit flying group (14647743), Director V2 RADIO LTD - radio station (12983995), Director COTTRELL PROPERTIES LTD - property investment company (12825648), Director MARDENAIR LIMITED - not for profit flying group (01268597), Director GLOBAL EMPLOYMENT GROUP LTD 0 HR and payroll company (08058033), Director SARATOGA REALISATIONS LTD - property investment company (07238207), Director SOLENT AIR LIMITED - not for profit flying group (02020070), Director DIGITAL RADIO WEST SUSSEX LTD - SSDAB application company (14825188), Director	Non-Executive Director for Talbot Associates Ltd, wholly owned by Global Employment Group
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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.)

The organisational chart is supplied in Annex 7, and Memoranda of Understanding are supplied in Annex 12 (MoU).

This application is constructed in isolation in relation to company structure and share allocations. If our consortium is awarded the multiplex license and also one covering a contiguous area, it is understood that the ownership structure may need to be adjusted in order to comply with regulations.

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Total Sense Media Limited	72	0.72	36	36
Saratoga Realisations Ltd	46	0.46	23	23
Mr John Raymond Dash	10	0.1	5	5
Ashdown Radio Limited	24	0.24	12	12
Mr Paul Anthony Lelew, Director of Ashdown Radio Ltd.	24	0.24	12	12
Mr Peter Suter Director of Ashdown Radio Ltd.	24	0.24	12	12

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 (or any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant). Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
N/A		

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;	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
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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

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

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
(c)	DP104774BA/1	Sound Radio UK - John Dash is the license holder
(c)	DP104123BA/1	Care Radio - John Dash is the licence holder
(c)	CR000033WT/2	Tameside Radio - John Dash is currently Director, Radio for owners, Quest Media Network Limited
(c)	DP102905BA/1	Cheesy FM - John Dash is the license holder
(c)	DP101581BA	Great Yorkshire Radio - John Dash was formerly a Director
(c)		John Dash has previously held many Programme Director and Regional Programme Director roles including Hallam FM, Magic AM (Sheffield), Viking FM, Magic 1161, Radio Aire, Magic 828, Clyde 1, Clyde 2, Piccadilly 1152, Key 103, Red Dragon FM, Touch AM, Wave 105, UTV Radio (now Wireless Group) and Galaxy 101.
(c)	DP102388BA/1	More Radio and More Radio Retro - Allan Moulds is a director of the company that owns this radio licence
(c)	AL100286BA/4	More Radio Worthing - Allan Moulds is a director of the company that owns this radio licence
(c)	AL000278BA/1	More Radio Eastbourne - Allan Moulds is a director of the company that owns this radio licence
(c)	AL1000761BA/1	More Radio Hastings - Allan Moulds is a director of the company that owns this radio licence
(c)	AL000263BA/1	More Radio Mid Sussex - Allan Moulds is a director of the company that owns this radio licence
(c)	AL00044BA/2	Isle Of Wight Radio - Allan Moulds is a director of the company that owns this radio licence
(c)	CR000207	Ashdown Radio - Paul Lelew is a Director of the company that owns this community radio licence.
(c)	DP103724BA/1	V2 Radio - Justin Cotrell is a director of the company that owns this radio licence
(c)	SRSL104369BA/1	V2 Xmas - Justin Cottrell is a director of the company that ran this temporary RSL which ran from 1st - 28th December 2021 on 87.7FM covering Chichester and Bognor Regis.

- 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

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.

Central Sussex Digital Radio Ltd. has agreed a clear funding and expenditure plan, and can demonstrate its ability to establish the proposed service, providing a working capital surplus at launch. Should there be a downturn in the radio or general market, our shareholders are committed to increase their loan commitments.

The procurement of assets will be funded primarily by director loans, repayable over the licence period. The costs set out below 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, and our combined and considerably business knowledge and operational experience.

The proposed coverage from our three transmitter sites will be 76%, with an aspiration to add a fourth site when financially viable. The proposed three transmitter solution which includes two relays will require capitalisation of £40k. We therefore believe it is prudent to establish the service on that basis and avoid any chance of over promising and under delivering.

Our consortium is made up of well-established local service providers with a strong commercial track record in this area and a good level of established resource behind them. In addition, we benefit from economies of scale that will be fully utilised to keep costs low in areas such as administration, management and engineering.

Capital Expenditure

Core and ancillary equipment - £11,424

2x relay core - £8,000

Installation and commissioning - £3,000

Planning network, sites and equipment - £5,000

Rigging - £2,800

Pre-operational costs - £1500

Total Cap Expenditure - £31,724

As you can see below, this is being funded through loans to Central Sussex Digital Radio Ltd from five of the shareholders, totalling £40k. This leaves remaining working capital of £8,276.

Our annual operating costs include site rent, power consumed, connectivity, technical and other support, encoder and multiplexer management, contract maintenance, ongoing legal & professional services, licensing and insurance. With our group being made up of a number of well established broadcasters with existing infrastructure and resources in Central Sussex, we are able to benefit from economies of scale and existing human resources covering management, administration and technical. We have also used established relationships to ensure that our transmission sites are as cost effective as possible, all three are currently utilised by two of our groups members for their FM transmission. More detailed operating costs are supplied in Annex 7.

Estimated total operating cost: £ 22,740 per annum

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

- a) Share capital - £0
- b) Loan stock - £0
- c) Leasing/HP facilities (capital value) - £0
- d) Bank overdraft - £0
- e) Grants and donations - £0
- f) Other (please specify) - £40,000, which is being provided as loans from five of the shareholders, see below; financial information supporting these loans is supplied in Annex 4 (Evidence of funding)

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 corporate investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House. **(All statutory accounts are available on Companies House.)**

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Total Sense Media Limited	36%	£15,000
Ashdown Radio Limited	12%	£5,000
Mr Paul Anthony Lelew	12%	£5,000
Mr Peter Suter	12%	£5,000
Saratoga Realisations Ltd	23%	£10,000

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.

N/A

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.)

Allan Moulds , who is also a Director of Central Sussex Digital Radio Ltd, will be responsible for the day-to-day running of the multiplex as Operational Director, and is supported in this with the well established resources at Total Sense Media Limited.

Allan is the Chief Executive Officer of Total Sense Media Limited, a group that has been delivering local radio to Sussex for over twenty years. He founded the company following a successful corporate career as Production Director for international fashion brands Jaeger and Viyella.

Total Sense Media's origins date back to 2001 when its first radio station Bright FM went on-air. Following that successful launch, Allan oversaw a series of acquisitions that transformed the business into the small group it is today. Those acquisitions included: Splash FM, Sovereign Radio, Arrow FM, Isle of Wight Radio, The Beacon Magazine, Sussex Living Magazine, Magnet Magazine and Living with Disability Magazine.

Nearly all of those businesses were loss making at acquisition, and it's Allan's financial and commercial skill that is credited with merging and transforming those companies into the consistently profitable and debt free group that exists' today.

Allan's entrepreneurial skills have also been key to the group developing a multimedia offering: Total Sense Media has launched several new digital and events brands, giving the group a unique and clear USP locally.

Allan is also Founder & CEO of The Letting People Limited which has several branches in Sussex, as well as several companies that specialise in property development.

Paul Lelew, who is also a Director of Central Sussex Digital Radio Ltd is our Finance Director. He started his career at Sainsbury's as a trainee accountant. After 5 years he joined United Biscuits as a salesperson, rapidly promoted through Trainee Depot Manager, Depot manager, General Manager and ultimately Regional Sales Director.

He subsequently held General Management positions in several Food Companies, his main role was a turnaround specialist, taking poor performing businesses to profitable entities. He was head hunted to become Commercial Director for Ticco Foods where he become a shareholder and ultimately Managing Director for 10 years, selling his shareholding in 2012 and retiring at 57.

During retirement he's become involved in Citizens Advice running their computer systems in three branches. He become a volunteer broadcaster with Uckfield FM, then Finance Director and was instrumental in rebranding and expanding the station to Ashdown Radio.

He also spent three years as Commercial and Marketing Director for the Bluebell Railway PLC in a voluntary capacity.

Digris Ltd, our technical partner, has a decade of experience operating DAB Single Frequency Networks. They will be responsible for all day-to-day technical aspects of the multiplex. Digris Ltd.'s proprietary intelligent router platform, located at each transmitter site, continuously monitors ensemble multiplexer timestamps and network parameters, it establishes a secure Virtual Private Circuit back to the ensemble multiplexer headend and is able to compensate for conditions such as severe network jitter, and it also provides automatic switching to backup infrastructure in the event of a fault, or maintenance.

Digris Ltd. has invested in specialist DAB test equipment which is required to accurately measure all parameters needed to optimise the SFN. RF probes can be installed in the network so that these essential parameters can be monitored 'off-air' remotely. It is able to offer this comprehensive service due to the operational maturity and economy of scale established by highly experienced personnel in Switzerland. New DAB networks are simply added to the existing Ensemble Multiplexing and Network Monitoring Systems that have been established in the UK, and with full backup and engineering support provided from the Network Operation Centre in Switzerland, to provide constant cover.

David Cunningham (of Total Sense Media Limited), and **Neale Bateman** (of V2 Radio Ltd) will also be supporting Digris Ltd.

Neale worked in the BBC World Service Master Control Room for over 20 years, progressing from Senior Engineer to Technical Operations Manager, and also worked in Scheduling & Frequency Management, planning the BBC's global radio broadcast schedules and coordinating frequency usage at an international level.

Neale has years of experience with digital radio, and has worked closely with the international DRM (Digital Radio Mondiale) Consortium.

In parallel with his BBC career, Neale was a founding member of Radio Bognor, which operated several FM RSL's in South West Sussex during the early 1990's, and successfully applied for the permanent ILR license, which became Spirit FM. When V2 Radio was created in 2021, Neale joined the launch team and now works as an independent Consultant Broadcast Engineer.

David has had significant experience working in DAB for over 20 years, beginning with one of the very first National Digital services (PrimeTime Radio) between 2000-2006. Most recently he's been constructing state-of-the-art digital facilities with the Sussex Media Centre, the main hub for Total Sense Media's radio and publishing business. It was built future ready for additional services (such as More Radio Retro in 2021) and has the technical and physical capacity to facilitate numerous new digital radio channels which we hope to bring to SSDAB in conjunction with our partners in this exciting project

He has been an executive director of Total Sense Media, since the company acquired Splash FM Ltd in 2008, before that he was instrumental forming and securing the Worthing sallie licence in 2002.

He's worked at all levels of radio, building studios in Sussex and Kent as well as for national stations in London and Ireland. On small-scale radio, via David's own company (Tailor Made Radio Ltd), he has worked closely in establishing several new radio operators.

- 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	Digris Ltd is a UK organisation but in mainland Europe Digris AG, a Swiss company, is the market leader in the establishment and operation of what is known in the UK as 'small-scale' DAB. Founded in 2012 Digris specialises in DAB, operating transmitter networks throughout Switzerland and France. The company currently operates more than 40 multiplexes with over 70 DAB transmitters ranging in power from 6 Watts to 50 kW ERP (MFNs and SFNs) carrying more than 400 radio services.
Ongoing maintenance of the transmission equipment	Digris Ltd	See above
Installation of the Multiplexing equipment	Digris Ltd	See above
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	See above

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:

12 months

- 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. **A Gantt chart showing our outline project plan with timeline is submitted in Annex 7.**

4. Involvement of C-DSP providers; demand or support from programme providers

About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full line-up of services they intend to provide, or details about the content of those services.

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):

Ashdown Radio Ltd. have applied (on 22nd June 2023) for a C-DSP licence to complement their current Community Radio licence. Originally known as Uckfield FM, and with restricted service licences from 2003, it launched full time in July 2010, extending the patch with a new transmitter in Crowborough in February 2022. Relaunching as Ashdown Radio April 2022, the station is rightly proud of its track record, successfully providing a voice for the local community for the last twenty years.

Living with Disability Magazine is owned and operated by **Total Sense Media Limited**. Should our Central Sussex Digital Radio Ltd. multiplex application be successful, Total Sense Media Limited intend to set up **Living with Disability Radio** on a CIC, not for profit, basis with a C-DSP licence, based in their Burgess Hill studios.

The station will provide considerable experience and training for people who are living with disabilities as well as acting as an important voice for the community. The magazine and web site already provides inspiration and information for this important sector, and they believe the power of radio will only enhance and personalise the service they provide. In the 2021 census, 17.7% of people indicated that they live with some form of disability making this potential audience significant.

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
Ashdown Radio	Proposed C-DSP application submitted to Ofcom on 22nd June 2023	See above 4.3, and Heads of agreement in Annex 9 (Evidence of demand)
Living With Disability Radio	Proposed C-DSP application will progress dependant upon the success of this application	See above 4.3, and Heads of agreement in Annex 9 (Evidence of demand)

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

Mid Downs Hospital Radio	Proposed C-DSP application to be submitted to Ofcom	Heads of agreement in Annex 9 (Evidence of demand)
Mid Sussex-Radio	Proposed C-DSP	Letter of support in Annex 9 (Evidence of demand)
Sussex Student Radio	DSP application to be submitted	<p>Sussex Student Radio will give a platform for young people (aged 14-21) across Sussex to produce radio shows and podcasts using professional quality studios, under the guidance of teachers, lecturers and industry experts. The station will broadcast a constantly evolving series of self-contained shows produced by students undertaking further education but will also offer opportunities for GCSE and A level students at neighbouring secondary schools.</p> <p>Whilst the output will include traditional music led entertainment shows, it will also feature live music recordings showcasing student bands and musicians, and other spoken word programmes covering news, politics, debate and discussion, short plays, and educational material such as revision workshops – allowing teachers as well as students to utilise the service. It is anticipated each participating school will produce their own material. Detailed support for this service can be found in Annex 9 (Evidence of demand)</p>
More Radio - see comments below	DSP - DP1-2388BA/1	Heads of agreement in Annex 9 (Evidence of demand)
More Radio Retro - see comments below	DSP - DP1-2388BA/1	Heads of agreement in Annex 9 (Evidence of demand)
Care Radio	DSP - DP104123BA/1	Heads of agreement in Annex 9 (Evidence of demand)
Cheesy FM	DSP - DP102905BA/1	Heads of agreement in Annex 9 (Evidence of demand)
Sentimental Radio	DSP (application submitted to Ofcom)	Heads of agreement in Annex 9 (Evidence of demand)
Regency Radio	DSP - DP104056BA/1	Heads of agreement in Annex 9 (Evidence of demand)
V2 Radio - see comments below	DSP - DP103724BA/1	Heads of agreement in Annex 9 (Evidence of demand)
Zest 60s	DSP - DP101897BA	Heads of agreement in Annex 9 (Evidence of demand)
Confidential electronic music service provider. The details are shown in part B of the application	Confidential	Confidential

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

Comments

Total Sense Media Ltd and V2 Radio Ltd. broadcast three services (More Radio, More Radio Retro and V2 Radio) on the Sussex LRMS in 56k mono DAB. Total Sense Media Ltd. and V2 Radio Ltd. see value in delivering their services via small-scale to population centres in DAB+ stereo, while maintaining their wide area coverage to legacy DAB receivers via the LRMS. The granular coverage of small-scale multiplexes presents a useful business case though enabling localised splits, in a similar manner to those performed with the existing FM networks for Total Sense Media Ltd, and to to maintain wide-area coverage and backwards compatibility for 'legacy' DAB only receivers.

5. Fair and effective competition

About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

- 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.

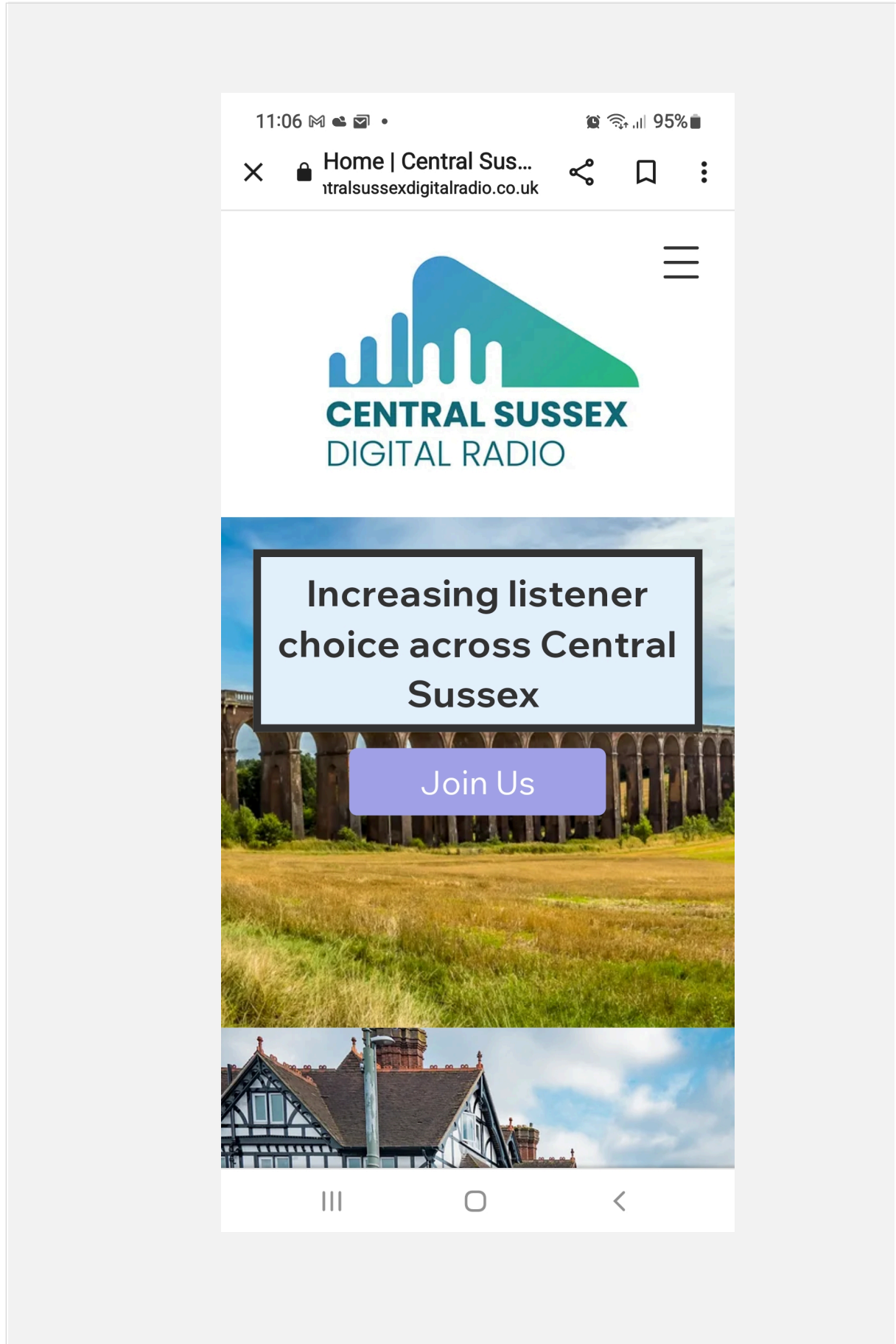
For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective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

We've been in touch with industry website Radio Today, leading to coverage on their website and socials (see screenshot) below), as well as local newspaper Sussex Express, follow this link - <https://www.sussexexpress.co.uk/news/more-choice-for-radio-listeners-across-central-sussex-4180214>, In both cases we've asked for any potential service suppliers in to contact us, which many have as shown in our roster above.

In addition we've shared our application website: www.centralsussexdigitalradio.co.uk, (see screenshot below), and have pro-actively contacted all those from Haywards Heath, Uckfield and adjoining areas, who might be interested in expanding their radio services, significant numbers of which have joined us for this application as a result.

We've received publicity and support from local MPs, as a result of which we've received additional interest from other radio services. Copies of letters: from Nusrat Ghani MP for Wealden and Mims Davies MP for Mid Sussex, can be found in Annex 6 (Fair and effective competition).

Dealings with all prospective DSP providers have been open and transparent. The Heads of Terms form is standardised with common terms and shows indicative prices for carriage whether these are free carriage costs for qualifying community radio (C-DSPs) or more modestly discounted charges for locally-based DSPs. The details of our terms of carriage can be in Annex 6 (Fair and effective competition).



Central Sussex small-scale DAB radio bidder announces plans

Radio Today Written By [RadioTod...](#) - updated on **June 13, 2023 - 11:29 am**



Mobile apps for your station

Central Sussex Digital Radio Ltd has announced its intention to bid for the new DAB radio multiplex licence covering Haywards Heath & Uckfield.

The licence is being advertised by Ofcom with any new services likely to be on-air from 2024.

Central Sussex Digital Radio is made up of Total Sense Media, operator of More Radio and community station Ashdown Radio who broadcast on FM across East Sussex from their studios in Uckfield.

V2 Radio who have been broadcasting across Sussex on DAB for the last two years are also part of the group, as is John Dash.

The application is also being supported by other established community stations, including Mid Sussex Radio and Mid Downs Hospital Radio.





A spokesperson for Central Sussex Digital Radio commented, "We believe we have the ingredients to run a successful DAB radio multiplex for the area: our group has the community connection, the commercial track record across the region and a good knowledge of digital radio technology. The proposed service could carry more than twenty new and existing radio stations, significantly and innovatively increasing listener choice."

Other commercial and community radio services keen to reach Burgess Hill, Haywards Heath and Uckfield are encouraged to support the bid and apply for carriage on this exciting new broadcast platform, registering their interest at centralsussexdigitalradio.co.uk.

Haywards Heath & Uckfield is one of the 32 areas being advertised by Ofcom in [Round 5](#) of the licensing process with a closing date of June 30th.



Today's radio news

-  Global to turn off Smooth Radio's medium wave transmitters
2 mins ago
-  Aradhna Tayal Leach appointed Radio Academy Managing Director
1 hour ago
-  Parliament local radio debate: The BBC will ignore this motion at their peril
June 23, 2023 - 1:38 pm
-  Catherine Bott takes a break from regular show on Classic FM
June 23, 2023 - 11:58 am

< PREVIOUS | NEXT > 1 of 23



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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:

ALLAN MOULDS

Date of application: 30/06/2023



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

Company secretary / Company director.

You now need to complete the [confidential section \(Part B\)](#) of the application form.