
Small-scale radio multiplex licence

Application form – Part A (public)

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

AIRE WHARFE DAB Ltd

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

SOUTH CRAVEN, WHARFEDALE AND WORTH VALLEY

1. Overview

Based on sustainability, our technical plan enables Aire Wharfe DAB to serve the three main towns well using three transmitter sites

Two well-established radio organisations bring experience and know-how to the Aire Wharfe DAB project

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

Aire Wharfe DAB: award to operationally live in 12 months

Drystone Radio is a participant in the applicant group as the major shareholder and will apply to Ofcom for a C-DSP licence so that their service may be carried

3 C-DSP services would be carried on our multiplex

Aire Wharfe DAB has reached out to a total of 42 different programme service providers

13 potential service providers have signed Heads of Terms

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

2. Extent of proposed coverage area

- 2.1 Please provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

The advertised area comprises three locations South Craven, Wharfedale and Worth Valley. Within each of these locations are three principal towns: Skipton, Ilkley and Keighley. The remaining area is predominantly a rural district with isolated villages.

From a broadcast transmission propagation perspective, the terrain is hostile. While these three towns are shown as being at around 100m A.O.D. the immediately adjacent areas rise to in excess of 350m A.O.D. In certain cases, this gives rise to the prospect of some areas falling within the shadow of transmission sites located on hilltops.

Beyond these signal coverage challenges, the population in much of the rest of the advertised area is officially termed as sparse or super sparse. The Craven district has a population density of 48 persons per sq km, the Wharfedale district has a population density of just 11.6 persons per sq km. By way of comparison the UK average is 279 per sq km (9,450 for Leeds and 1,290 per sq km for Bradford).

From these not insignificant constraints, it became clear that blanket coverage of the advertised area was not a practical option. This approach was further evidenced by other multiplex operators, who hitherto have been unable to make inroads into key parts of this advertised area. Despite the best efforts from the Ofcom/Government framework agreement (2014) the enhanced coverage from the Bradford and Huddersfield, and the Leeds local radio multiplex services are still unable to reach certain primary 'A' roads in the area.

Aire Wharfe DAB proposes to focus, as much as is practicable on the Skipton, Ilkley and Keighley areas. To this end we propose a three-site single frequency network.

Co-block protection

Our outgoing interference analysis demonstrates that the proposed network would not cause any significant interference above 38 dB μ V/m to the co-block Darlington & Bishops Auckland, Hull, Barnsley, or Oldham & Rochdale Small-scale DAB multiplex areas.

In this application, we propose to reach 45% of the advertised area. Please see table below:

Aire Wharfe	Adults 15+	Percentage
Licence area population:	201,349	100.0%
Predicted coverage inside polygon:	89,759	44.6%
Predicted coverage outside polygon:	20,290	10.1%
Local DAB service 1. LRMS: Bradford & Huddersfield	934,540	100%
Predicted population coverage inside LRMS 1:	110,049	11.8%
Coverage overlap into LRMS 2 Lancashire, LRMS 3 Leeds and LMRS 4 North Yorkshire is nominal		

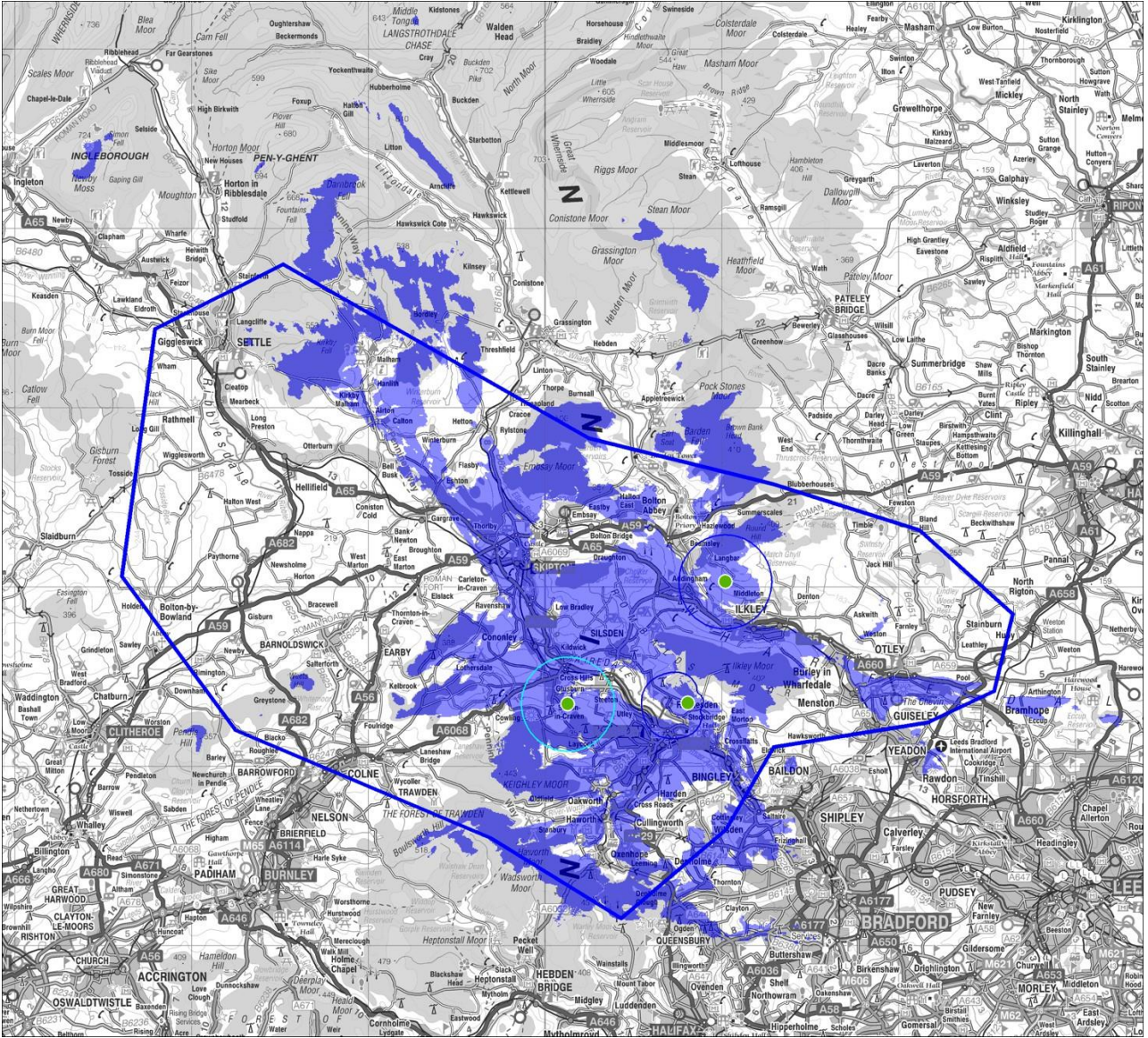
2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Upper Austby Farm	SE 10213 50255	7.0m	Co-linear	New	150
Middlemoor Farm	SE 08156 43524	7.5m	3-element Uda-Yagi 260 degrees ETN	New	75
Valley Farm	SE 01306 43444	7.5m	Co-linear	New	150

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 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. 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).

Please see coverage map overleaf

South Craven, Wharfedale and Worth Valley DAB Coverage Map



digris

 63dBµV/m

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 2023.3 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?	Rash Mustapha Digris Ltd

3. Ability to establish the proposed service

Applicant's details

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

AIRE WHARFE DAB LTD

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

15308335

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:

28 Prescott Street, Halifax, West Yorkshire HX1 2LG

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

Yes

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

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
David Charles Adams	28 Prescott Street, Halifax HX1 2LG	UK	Director: Drystone Radio Ltd <i>Radio Broadcasting</i> Director: Lindley Adams Ltd <i>Accountants</i> Director: Lindley Adams Investments Ltd <i>Accountants</i>	Director: Lindley Adams Ltd

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

			<u>Director:</u> Kingston Liberal Club Ltd <i>Social Enterprise</i>	
Stephen Rhodes	28 Prescott Street, Halifax HX1 2LG	UK	<u>Director:</u> Drystone Radio Ltd <i>Radio Broadcasting</i>	<u>Station Manager:</u> Drystone Radio Ltd
Rajan Parmar	28 Prescott Street, Halifax HX1 2LG	UK	<u>Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Radio Broadcasting</i> <u>Director:</u> Spice Entertainment Ltd <i>Radio Broadcasting & Hospitality</i> <u>Director:</u> Infocus Digital Media Ltd <i>Radio Broadcasting</i> <u>Director:</u> Sunrise Radio Gold Ltd <i>Radio Broadcasting</i> <u>Director:</u> Bradford Digital Media Ltd <i>Radio Broadcasting</i> <u>Director:</u> East Manchester DAB Ltd <i>Radio Broadcasting</i> <u>Director:</u> MK Digital Ltd <i>Radio Broadcasting</i> <u>Director:</u> BBD Digital Ltd <i>Radio Broadcasting</i> <u>Director:</u> Derby DAB Ltd <i>Radio Broadcasting</i> <u>Director:</u> North London Digital Ltd <i>Dormant applicant Company</i> <u>Director:</u> Halifax DAB Ltd <i>Dormant applicant Company</i>	<u>Executive Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)

			<p><u>Trustee:</u> Alan Foster Trust</p> <p style="text-align: right;"><i>Charity</i></p>	
Usha Parmar	28 Prescott Street, Halifax HX1 2LG	UK	<p><u>Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> Spice Entertainment Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting & Hospitality</i></p> <p><u>Director:</u> Infocus Digital Media Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> Bradford Digital Media Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> Leeds Digital Media Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> East Manchester DAB Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> BBD Digital Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> MK Digital Media Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> Derby DAB Ltd</p> <p style="text-align: right;"><i>Radio Broadcasting</i></p> <p><u>Director:</u> City West Digital CIC</p> <p style="text-align: right;"><i>Dormant applicant Company</i></p> <p><u>Director:</u> South of the River Digital Ltd</p> <p style="text-align: right;"><i>Dormant applicant Company</i></p> <p><u>Director:</u> Halifax DAB Ltd</p> <p style="text-align: right;"><i>Dormant applicant Company</i></p>	<p><u>Executive Director:</u> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p>

			Trustee: Rishi's Vision <p style="text-align: right;">Charity</p> Trustee: Jai Maa Bhameshwari Kali Mandir <p style="text-align: right;">Charity</p>	
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Details of participants

3.6 Please complete the table overleaf, expanding it if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the "participants"). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond "N/A" in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Drystone Radio Ltd	90	£90	90%	90%
Infocus Digital Media Ltd	10	£10	10%	10%
Comments				

Details of relationships of control

3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant (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)
Drystone Radio Ltd	82 Keighley Road, Cowling, Keighley BD22 0BA	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
Drystone Radio Ltd	90	£90	90%	90%
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	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	
A body whose objects are wholly or mainly of a religious nature; ²	Yes	Usha Parmar is a Trustee of Rishi’s Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as

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.

		being neither of a 'wholly or mainly' religious nature.
An individual who is an officer of a body falling within (b) or (c);	No	
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	
An advertising agency or an associate of an advertising agency	No	

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")?

Yes

f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

No

g) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

No

h) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No

i) Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

No

3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)	N/A	
(b)	N/A	
(c)	CR000148BA	Drystone Radio Ltd - 2009 to date
	Not Known	RSL in South Craven in 2007
	DP104708	Drystone Radio Limited (Bradford SSDAB Multiplex) – 2023 to date
	DP104708	Drystone Radio Limited (Blackburn, Burnley & Darwen SSDAB Multiplex) – 2023 to date
	AL000037BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) - 2004 to 2022
	DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford SSDAB Multiplex) – 2022 to date

	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Leeds SSDAB Multiplex) – 2022 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Manchester SSDAB Multiplex) – 2022 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Blackburn, Burnley & Darwen SSDAB Multiplex) – 2023 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Milton Keynes SSDAB Multiplex) – 2024
	DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
	DP000061BA	Manchester Small-scale Multiplex Trial service since May 2016
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Bradford SSDAB Multiplex) – 2022 to date
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Leeds SSDAB Multiplex) – 2022 to date
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Blackburn, Burnley & Darwen SSDAB Multiplex) – 2023 to date
	RSL	Mela FM (RSL in Manchester) June 2001
	DP104911	Leeds Digital Media Ltd
	DS104920	Bradford Digital Media Ltd
	DS104307	BBD Digital Ltd
	DS104326	East Manchester DAB Ltd
	DS104580	MK Digital Media Ltd
(d)	N/A	
(e)	Drystone Radio	CR000148BA
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	N/A	

3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the

applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

If you have no information to provide, please respond "N/A".

N/A

- 3.16 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence?

No

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
N/A		

Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

Agreed and confirmed funding together with a clear expenditure plan and capital costs tailored to deliver coverage to the majority of potential listeners in our chosen area, Aire Wharfe DAB can establish the proposed service.

Population coverage, the cost of coverage and funding the establishment of a small-scale multiplex service, are inextricably linked.

A low-cost outlay serving the three primary areas South Craven, Wharfedale and Worth Valley falls short of the coverage criteria and provides a weak offering to service providers. It will likely fall short of Ofcom's assessment of the extent of coverage.

Conversely, a high-cost outlay circa + £150,000 may reach more of the polygon population but substantial CAPEX and OPEX levels will make the multiplex service unsustainable to operate during early years and will likely fall short in Ofcom's assessment of the establishment of the service licence award criteria.

Our proposal – three sites covering 45% of the polygon population.

This is a necessary compromise but one that results in financial sustainability while reaching large numbers of listeners.

Established Budget			
Establishment Budget	SITE 1 £s	SITE 2 £s	SITE 3 £s
CAPEX TX, filter, ancillary equipment, rack, connectors/cables, antenna, system calibration	11,500	11,500	11,500
System detailed design, installation, commissioning and shipping	4,000	4,000	4,000
Separately contracted external work, survey, support pole and antenna erection GPS and feeder cable routing	2,500	2,500	2,500
Total	18,000	18,000	18,000

As may be seen from the figures set out above, with the company being capitalised at £65,000 and initial costs of £54,000 including pre-operational expenditure, the radio multiplex service would launch with a surplus of £11,000 plus any pre-payment income from carriage customers. This gives Aire Wharfe DAB confidence in being able to establish the proposed service.

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

- a) Share capital - **The share capital in Aire Wharfe DAB is nominal.**
 - b) Loan stock - **N/A**
 - c) Leasing/HP facilities (capital value) – **N/A**
 - d) Bank overdraft – **N/A**
 - e) Grants and donations – **N/A**
- Other (please specify) - **Loans will be given to Aire Wharfe DAB from its shareholders.**

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Drystone Radio Ltd	90%	£58,500
Infocus Digital Media Ltd	10%	£6,500

The most recent statutory accounts for Drystone Radio Ltd and Infocus Digital Media Ltd are available at Companies House.

- 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.)

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

Importantly, their previous relevant experience outlined briefly below will be supplemented by support from Digris, our transmission partner who will plan, implement, build-out, test and maintain the transmission aspects of the service going forward.

Digris will also handle the distribution of audio material and the multiplexed signal in our setting.

David Adams

David qualified as a chartered accountant at the age of 23 and founded his own accountancy practice which has grown from humble beginnings to a team of 21 people. It specialises in small to medium sized businesses and credit unions. He is a member of the institute of Taxation and of the Chartered Institute of Management.

David founded Drystone Radio Ltd in 1998. He has been involved in sport as a rugby league director, referee and coach. He also played table tennis at world tournaments and was a local cricketer.

As a broadcaster he did sports round up show for 25 years and now commentates on rugby league. A matter of note is that he is also a director of a social enterprise company, Kingston Liberal Club Limited, which is more than 100 years old.

Steven Rhodes

Steven is Drystone Radio Stations Manager since July 2023.

He has in the past been a manager in the furniture industry and also a self-employed retailer and sub-postmaster. Steven has been involved in sport as a committee member at Wharfedale Rugby Club, as the local cricket club captain and played rugby.

As a broadcaster, he has been involved in broadcasts in Harrogate and Wharfedale and is now Drystone Radio's evening prime time presenter, the host of the Saturday morning show and a rugby commentator.

Usha and Raj Parmar

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

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

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

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

In 2020 Usha and Raj founded Infocus Digital Media. They were awarded the Bradford small-scale radio multiplex licence in July 2021 and are members of consortia that were

awarded the small-scale radio multiplex licence for Bradford, Leeds, Blackburn Burnley and Darwen, Oldham & Rochdale, Milton Keynes and Derby licences.

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	<p>Digris Ltd is a UK organisation but in mainland Europe Digris AG, a Swiss company, is a leader in the establishment and operation of what is known in the UK as small-scale DAB.</p> <p>Founded in 2012, Digris specialises in DAB, operating a network of transmitters throughout Switzerland, France and the UK. The company operates 43 multiplexes (many being Single Frequency Networks) and 104 DAB transmitters ranging in power from 6 Watts to 50 kW ERP.</p> <p>We understand that Digris is the only small-scale DAB technical partner which has invested in, and has the know-how to operate comprehensive gold standard test equipment to optimise channel echo patterns and measure critical quality metrics, which are essential for confident SFN operation.</p>
Ongoing maintenance of the transmission equipment	Digris Ltd	
Installation of the Multiplexing equipment	Digris Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	

Timetable for coverage roll-out

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

Aire Wharfe DAB: award to operationally live in 12 months

In order to accurately assess the length of time it will take to reach full operational capability, we have identified seven elements to achieve a successful launch and incorporated these into our high-level Gantt chart.

We anticipate launching the radio multiplex within 12 months from date of award of licence.

Our high-level Gantt chart lists 26 key activities grouped together under seven headings. While many individual activities (shown in green) will be resolved within four to ten weeks, certain activities will take longer to conclude. We have indicated these in the Gantt Chart. We have shown any potential overruns in yellow on the plan.

Supported by the Gantt chart, submitted as **Annex 5**, the chart illustrates those activities, dependent upon predecessor activities being concluded, we are led to our assessment that without overruns, we can expect to be operationally live in 12 months from award.

- 3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

Please see Gantt Chart Annex 5 Project Plan Timeline.

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

Involvement of C-DSP providers

4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex?

No

4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

N/A

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

Drystone Radio Ltd, CR000148BA, a heritage licenced Community Station in the polygon broadcasts to South Craven and Wharfedale.

Drystone Radio has two of its directors on the board of Aire Wharfe DAB and also holds the majority shareholding of 90%.

Drystone Radio is seeking a digital path and intends to apply for a C-DSP licence.

Dales Radio, the second licenced analogue community radio station (CR100180BA) was approached and offered a route to participate in Aire Wharfe DAB Ltd. They declined but wanted to be a part of our lineup of service providers and intend to apply for a C-DSP licence .

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.

Please see Annex 8 – Evidence of Demand or Support

13 services have signed up to Aire Wharfe DAB's proposed service.

This evidence of the extent of demand is underpinned by 3 services who would qualify for a C-DSP licence.

Both of the existing analogue heritage community radio services are part of the lineup

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Drystone Radio	C-DSP	Participant - Signed Heads of Terms
Dales Radio	C-DSP	Signed Heads of Terms
Drystone Sports Radio	C-DSP	Signed Heads of Terms
Culture City Radio	DSP	Signed Heads of Terms
Keighley Broadcasting House	DSP	Signed Heads of Terms
Phoenix Radio	DSP	Signed Heads of Terms
Radio Apni Awaz	DSP	Signed Heads of Terms
Radio Sangam	DSP	Signed Heads of Terms
Sunrise Radio	DSP	Signed Heads of Terms
Sunrise Radio Gold	DSP	Signed Heads of Terms
Your Harrogate	DSP	Signed Heads of Terms
Your Ilkley	DSP	Signed Heads of Terms
Your Skipton	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.

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

Our ethos of inclusivity and fairness shared with a wide range of potential providers, has been a keystone in our negotiations

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

Drystone Radio and Sunrise Radio joined forces, and their local knowledge helped to draw-out potential local service providers.

Leading up to the advertisement for this polygon area we established our website which sets out our intention to apply for this licence.

By July 2024, 42 potential service providing organisations had been contacted and presentations made virtually to and/or meetings held with potential participants 13 of whom have joined the Aire Wharfe DAB line-up.

Measures taken in our dealings with prospective C-DSPs and DSPs

Moving on to the negotiation process, our dealings with all prospective digital sound programme providers have been level, open and transparent. Our Heads of Agreement form is standardised with common terms. It shows indicative prices for carriage whether these be a heavily discounted carriage cost for community radio (C-DSPs) or showing more modestly discounted charges for locally-based DSPs. The full standard indicative price is also shown in the agreement, for comparison.

Measures we will take during the licence period

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

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

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

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

Overall, by embodying all the elements above, Aire Wharfe DAB can be seen to have developed a rigorous framework with defined areas of activity. This framework when taken as a whole, should, we trust, be seen to have been constructed in a manner calculated to ensure fair and effective competition in the selection and engagement of pro-programme services for carriage on the Aire Wharfe DAB – South Craven, Wharfedale and Worth Valley small-scale DAB radio multiplex.

6. Declaration

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

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

USHA PARMAR

Date of application:

15/07/2024

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

Company Director