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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

SWANSEA DIGITAL BROADCASTING LIMITED

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

SWANSEA

**APPLICATION FORM:**

Publication date: 30 March 2023

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# 1. Overview

## The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a 'small-scale radio multiplex licence'). A small-scale radio multiplex service is the means by which DAB digital radio stations ('digital sound programme services') are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available separately.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.

## How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)). The team cannot provide advice or pre-approve applications but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms, but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.
- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:

- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
  - b) The person who signs and makes the declaration on behalf of the applicant must be:
    - i) A director of the company or the company secretary where the applicant is a company.
    - ii) A designated member where the applicant is a Limited Liability Partnership.
  - c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

## How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk). Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from [smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk) confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask to leave a message for the Broadcast Licensing team, who will respond to your message as soon as possible.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom  
Broadcast Licensing  
Riverside House  
2a Southwark Bridge Road  
London  
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

## Application fee

- 1.17 A non-refundable application fee of £500 is payable by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to [ofcom.remittances@ofcom.org.uk](mailto:ofcom.remittances@ofcom.org.uk).
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L

## Supporting documentation

- 1.22 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.23 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.
- 1.24 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

## Provision of information

- 1.25 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are 'fit and proper' to hold a licence and are not disqualified from participation in a licence.

- 1.26 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

## Publication of applications

- 1.27 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, no questions should be answered by means of the submission of a confidential annex. Part B of the application form will remain confidential.
- 1.28 Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.29 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.30 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the team by email ([smallscaledab@ofcom.org.uk](mailto:smallscaledab@ofcom.org.uk)).
- 1.31 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

- 1.32 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's [General Privacy Statement](#) for more information about how we handle your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.33 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit [www.ofcom.org.uk/email-updates](http://www.ofcom.org.uk/email-updates) and select 'Broadcasting'.

## 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):

Our brief is to provide good quality indoor and outdoor coverage around the city of Swansea and Port Talbot in a way that is economically viable and trying to match as close as we can, the coverage provided by our previous bid for Swansea utilising Kilvey Hill.

Our three sites are positioned well, with two directional on higher ground due to the difficult topography of the terrain in and around Swansea. Patti Pavilion on the lower level is to cover the area unreachable by the directional pattern of Town Hill, and to further boost the coverage in the SFN configuration across the city.

We are not intending to serve any area outside of the polygon, although there is overspill outside the polygon, it is to areas strongly affiliated within the city of Swansea.

We feel we have successfully planned to help mitigate any negative effects from ACI to other DAB multiplexes in the area and to other co-channel multiplex polygons further afield.

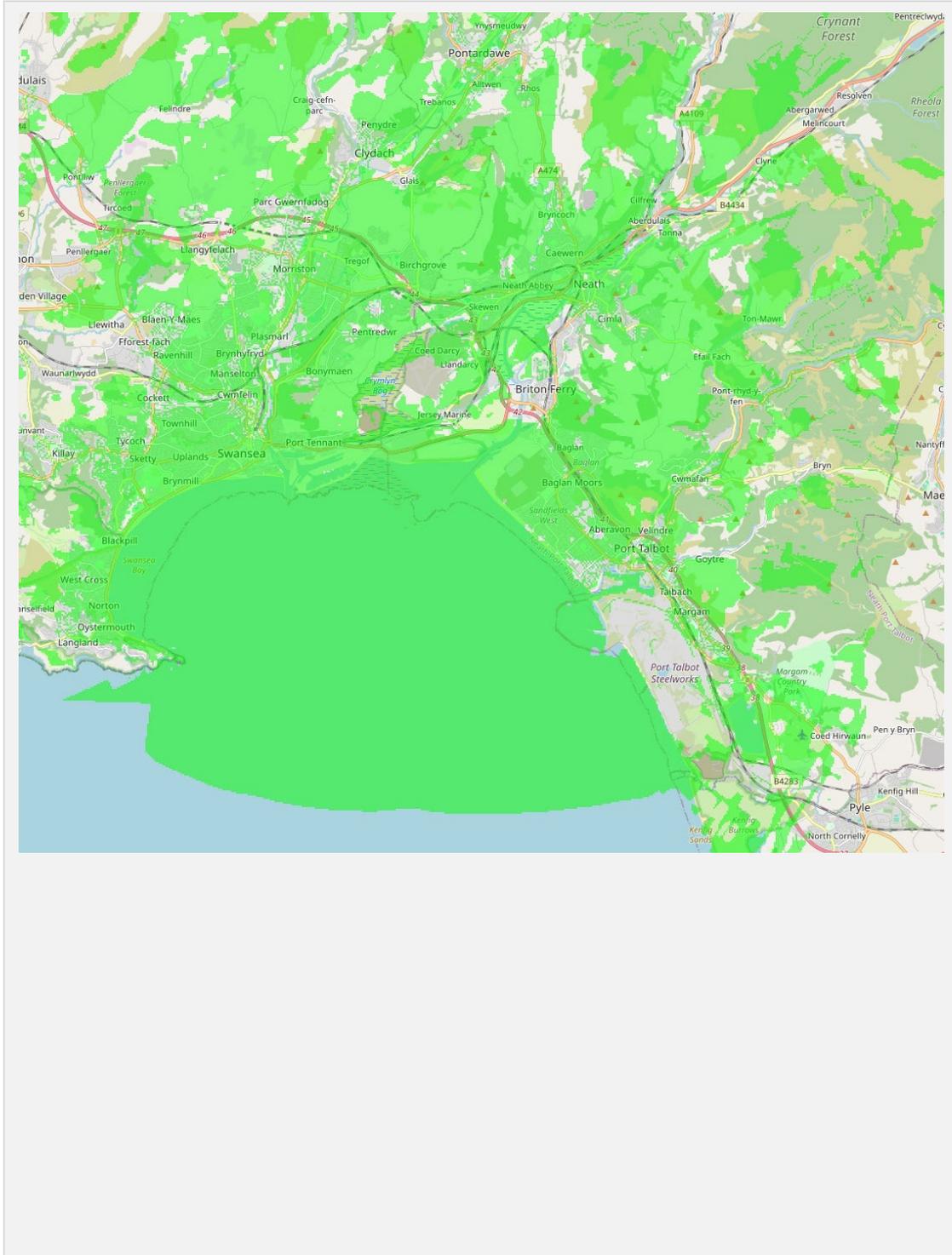
- 2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

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Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Town Hill	SS639937	15	Directional (see attached appendix)	NEW	150
Patti Pavilion	SS641922	15	Omni-Directional	NEW	200
Foel Fynyddau	SS782936	10	Directional (see attached appendix)	NEW	50

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 $\mu$ 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).

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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.	RadioPlanner 3.0
Detail the terrain model used by the software and its resolution.	SRTM - Resolution: 0.3-3

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Detail the ground cover (clutter) data used by the software and its resolution.	ESA Globecover Resolution: 1/360° Open Street Map HERE WeGo Terrain
What propagation algorithm has been used?	Longley Rice
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Powersum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom Data Used
Have your predictions been generated by a commercial organisation? If so, by whom?	The DAB Mux Limited

## 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 propriety 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):

Swansea Digital Broadcasting

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

14052877

3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

C/O Like Media Group, No 1 Business Centre, Alvin Street, Gloucester, England, GL1 3EJ

- 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Ryan Lewis Davies	C/O Like Media Group, No 1 Business Centre, Alvin Street, Gloucester, England, GL1 3EJ	England	See attached appendix	N/A
Ian Robert Davies	C/O Like Media Group, No 1 Business Centre, Alvin Street, Gloucester, England, GL1 3EJ	England	See attached appendix	N/A
Darren Barrett	C/O Like Media Group, No 1 Business Centre, Alvin Street, Gloucester, England, GL1 3EJ	England	See attached appendix	N/A

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

## Details of participants

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

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Ryan Lewis Davies	33	£15000	33.33	33.33
Ian Robert Davies	33	£15000	33.33	33.33
Darren Barrett	33	£15000	33.33	33.33
<b>Comments</b>				

## 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)
See Attached Appendix		

## 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)
See Attached Appendix		

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
See Attached Appendix	

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
See Attached Appendix	

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.)

<b>Name of body corporate identified in response to question 3.8</b>				
<b>Full name of participant</b>	<b>Number of shares</b>	<b>Total investment (£s)</b>	<b>Total investment (%)</b>	<b>% of voting rights</b>
See Attached Appendix				
<b>Comments</b>				

### 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.

<b>Activity/involvement</b>	<b>Yes or No</b>	<b>Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement</b>
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; <sup>2</sup>	No	
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	

<sup>2</sup> 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.

An advertising agency or an associate of an advertising agency	No	
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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”)?

**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**

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- 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)	DN101609	Broadcast 1 Ltd – Ryan Davies & Ian Davies
(b)	DP104204	Broadcast 1 Ltd - Ryan Davies & Ian Davies
(c)	DS103901	Glasgow SSDAB - Ryan Davies & Ian Davies
(d)	DS104593	Hull SSDAB - Ryan Davies & Ian Davies
(e)	DS104330	Wrexham SSDAB Ryan Davies & Ian Davies
(f)	DS104801	Newport and Chepstow SSDAB - Ryan Davies & Ian Davies
(g)	Not Yet Issued	Isles of Scilly SSDAB
(h)	DP101190	Ryan Davies & Ian Davies were previously directors of Like Broadcasting North Limited
(i)	DP000161	Ryan Davies & Ian Davies were previously directors of Imagine Fm Limited
(j)	AL103883BA/1	Ryan Davies & Ian Davies were previously directors of Imagine Fm Limited
(k)	AL100969BA/3	Ryan Davies- former license holder High Peak Radio Ltd
(l)	AL101786BA/6	Ryan Davies – former license holder of Imagine FM Ltd
(m)	AL100639BA/7	Ryan Davies – former license holder of Imagine FM Ltd
(n)	CR102148BA/1	Ryan Davies - was a director of Dean Radio

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

## 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.

The management of the multiplex, including its technical start-up and liaison with C-DSPs and DSPs will be contracted to The DAB Mux Limited, a consultancy and DAB operations company owned by the 3 directors. The DAB Mux will be responsible for the day-to-day management and strategy of the multiplex. They have established The DAB Mux to provide an effective management and ownership platform for SSDAB operations and currently operate 10 others across the UK on behalf of their respective licensee’s. LMG will provide credit and finance function as well as back-office functions to Swansea Digital Broadcasting. This will free us to focus on providing an excellent service to listeners and its service providers.

Start-up capital requirements of transmitter and associated equipment will be provided through loans from our shareholders.

Multiplexing software will be sourced from The DAB Mux Limited. Day to day operating costs will be met through renting capacity on the multiplex to third parties. Any short-fall/losses will be borne by loans from our shareholders.

We have budgeted £45,000 to establish the multiplex.

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

a) Share capital

b) Loan stock

Loans on an interest free basis to be provided by each of the shareholders.

c) Leasing/HP facilities (capital value)

d) Bank overdraft

e) Grants and donations

f) Other (please specify)

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 (£)
Ryan Lewis Davies	33.33%	£15,000
Ian Robert Davies	33.33%	£15,000
Darren Barrett	33.33%	£15,000

3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All the funding is confirmed subject to a successful application.

## 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.)

We have access to a number of individuals with significant DAB experience. This expertise will ensure a smooth, professional launch and successful ongoing operation of the multiplex.

Day-to-day management of the multiplex will be through The DAB Mux Limited a DAB multiplex consultancy and operating company owned by the three shareholders.. The DAB Mux Limited has overseen the establishment and successful operation of a number of small scale DAB multiplexes in the UK and abroad and currently operates 10 SSDAB multiplexes in the UK on behalf of the operators.

Ryan Davies and Ian Davies, have been involved with DAB services for the past 9 years within the UK, following the launch of Like Radio. Ryan was also the Manager for Forest Community Media for 10 years (2009-2019) and oversaw the community licence application for Dean Radio. Outside of the media industry, he has been top management on some of the UK's and Europe's most challenging I.T transformation projects, as an employee and then through his own successful I.T companies. This experience will assist with connectivity of all the transmission sites and provide unique reliable solutions, where potentially the "standard way of working" may not be possible.

Darren Barrett (Shortt) operates the largest cloud providing platform for radio playout in the UK and Europe (The Media Site). With hundreds of broadcasters utilising his cloud platform for delivery of their radio services. This network and knowledge will be required to be successful in the implementation. Darren has also been a radio executive within the UK, Tenerife, UAE, Oman plus many more countries bringing over 30 years worth of industry experience.

- 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	Neil Clark	Significant experience of installation of DAB transmission systems for small and large broadcasters

Ongoing maintenance of the transmission equipment	Neil Clark	Significant experience of installation of DAB transmission systems for small and large broadcasters
Installation of the Multiplexing equipment	Neil Clark	Significant experience of installation of DAB transmission systems for small and large broadcasters
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	The DAB Mux Limited	Currently runs 10 multiplexes across the UK on the owners behalf successfully.

## Timetable for coverage roll-out

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

Our plans for Swansea are to launch the multiplex within 12 months of licence award. The installation of the transmission system will be overseen by Neil Clark, an experienced engineer in the field of DAB transmission. Multiplexing and encoding will be done using the The DAB Mux platform which utilises cloud native multiplexing system providing good quality audio on a robust system, with redundancy.

In addition to the technical requirements, soon after award we will commence the procurement of telecoms and establish transmission contracts with service providers.

The launch project will be overseen by The DAB Mux.

Our directors are all experienced broadcasters and have experience of establishing new Ofcom licenced services.

We have attached a project plan.

- 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.

## 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?

**Yes**

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

Radio All About Swansea- A Pop Up Radio channel for the local area and events for the community to utilise.

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

N/A

## Demand or support from programme providers

4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex*. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
The previous expressions of interest received will be honoured and have been carried forward to the rebid.		
Depot Swansea Radio	C-DSP	Signed heads of terms (On Previous Bid)
Tirceod Village Trust Radio Tirceod	C-DSP	Signed heads of terms (On Previous Bid)
Swansea Digital Broadcasting Radio All About Swansea	C-DSP	Applicants Service
House Party Radio Ltd House Party Radio	DSP	Signed heads of terms (On Previous Bid)
Gaydio CIC Gaydio	DSP	Signed heads of terms (On Previous Bid)
Asian Star Community Radio Ltd Asian Star	DSP	Signed heads of terms (On Previous Bid)
UK Undiscovered Ltd Artist Controlled Radio	DSP	Signed heads of terms (On Previous Bid)

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Broadcast 1 Ltd Like ONE	DSP	Signed heads of terms
Broadcast 1 Ltd Like POP	DSP	Signed heads of terms
Broadcast 1 Ltd Like RETRO	DSP	Signed heads of terms
Broadcast 1 Ltd Like Country	DSP	Signed heads of terms
Broadcast 1 Ltd DanceLand	DSP	Signed heads of terms
Broadcast 1 Ltd DanceLand Anthems	DSP	Signed heads of terms
Thames Radio Ltd Nation 70s	DSP	Signed heads of terms (On Previous Bid)
Thames Radio Ltd Nation 80s	DSP	Signed heads of terms (On Previous Bid)
Thames Radio Ltd Nation 90s	DSP	Signed heads of terms (On Previous Bid)
TBC Patti Pavilion	DSP	Agreed via Email

## 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?

In preparation for our first licence application, we invited broadcasters that we have relationships elsewhere with to join our application, as well as other broadcasters that we are aware of by email. We placed a notice on various websites asking interested broadcasters to contact us, as well as on Facebook, Twitter and LinkedIn.

During this licence application, we informed the service providers our intention to carry forward their expression of interests and add new services where required.

Due to the delays in launching the multiplex, the services that initially expressed an interest will have priority onboarding, and the following services on a first come, first serve basis.

We will treat C-DSP and DSPS providers fairly.

We are aware of another application for the Swansea small scale DAB multiplex. In the event we are awarded the licence by Ofcom, we will make available capacity to services that are not part of this application, subject to contract and capacity being available.

## 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:**

RYAN DAVIES

**Date of application:**

18<sup>th</sup> July 2024

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

Company director.

You now need to complete the **confidential section (Part B)** of the application form.