

Small-scale radio multiplex licence

Application form – Part A (public)

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

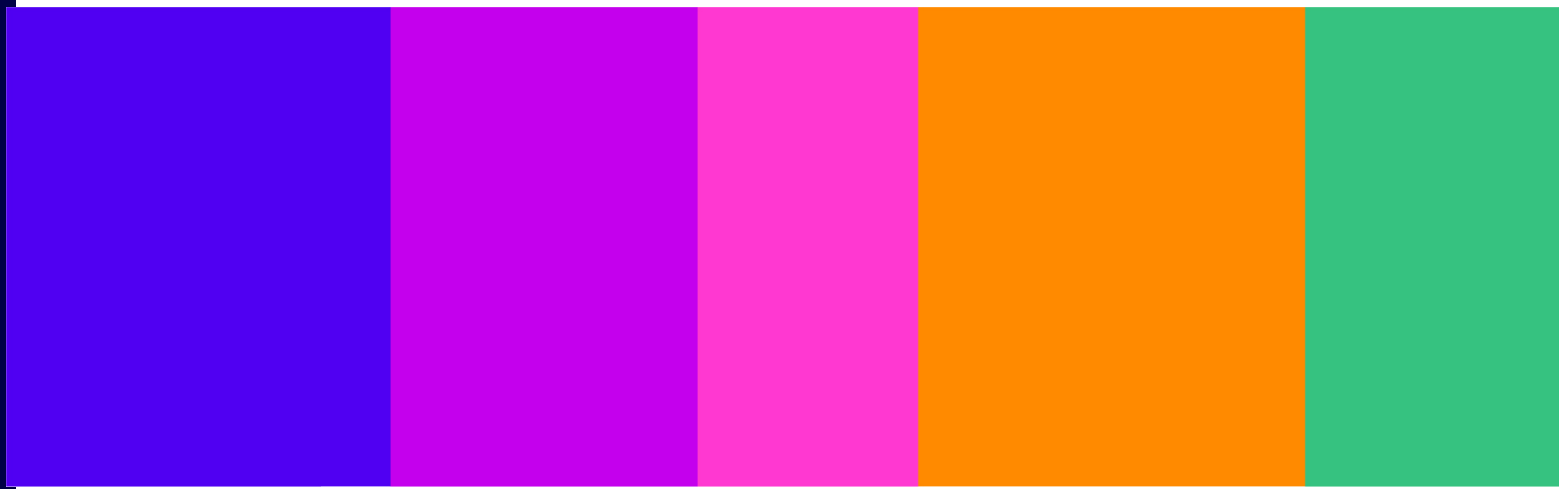
PARTRIDGE DIGITAL LIMITED

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

North Norfolk

Application form

Publication date: 28 January 2025



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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). 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. 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 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.
- 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).
- 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 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 coverage plan is designed to provide robust small-scale DAB service across the key population centres and communities of North Norfolk.

The challenging coastal landscape and dispersed settlement patterns of North Norfolk necessitate the deployment of three sites to achieve robust coverage across the key coastal towns and up to approximately 10 miles inland. With this in mind we have selected 3 transmission sites.

- Northrepps: Located on high ground east of Cromer, serving Cromer and extending eastwards to Mundesley, ensuring strong coastal and inland coverage.
- Sheringham: Covering the coastal villages of East Runton, West Runton, and Weybourne, and providing essential reinforcement of coverage between Cromer and Wells.
- Wells-next-the-Sea: Extending coverage inland towards Fakenham and across to Holt, capturing a wider rural audience while strengthening the service reach along the North Norfolk coast.

While our coverage plan focuses on major population centres within the advertised licence area, it does not extend to all areas classified as North Norfolk by Ofcom. Covering the entire region would require five or six transmission sites, a scale of deployment that would render the project financially and logistically unviable

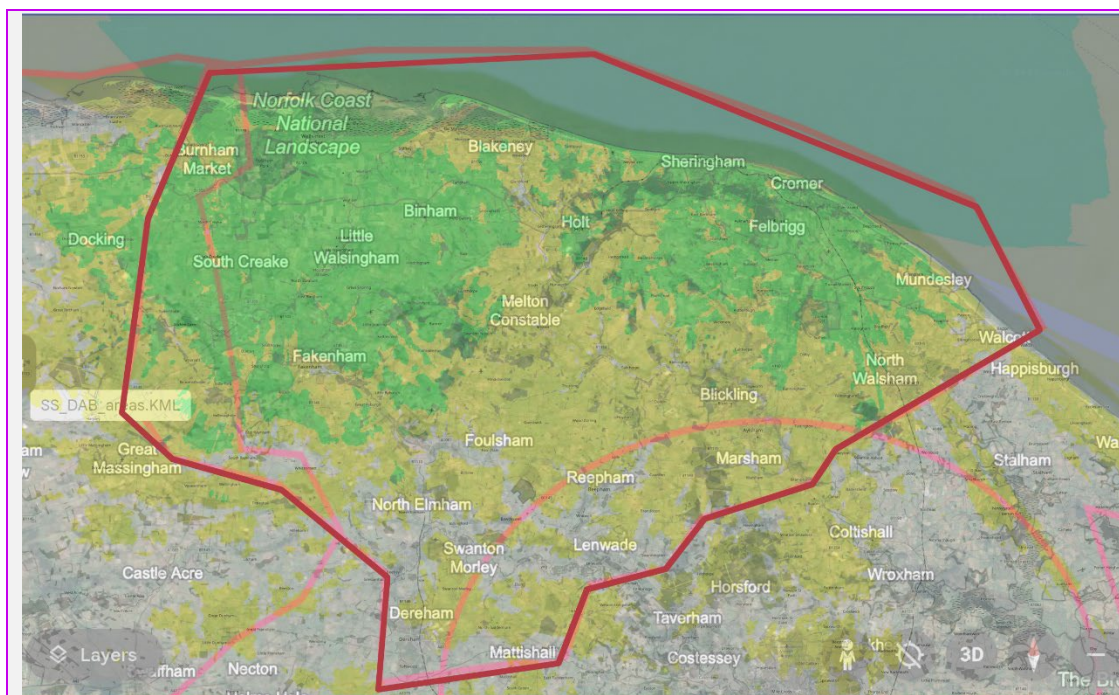
We have strong, established working relationships with neighbouring SSDAB operators in Norwich and King's Lynn, facilitating collaboration and sensible resource sharing.

We have secured a number of agreements in principle with local and regional broadcasters currently carried on the Norwich and King's Lynn multiplexes, who have expressed a clear interest in extending their services to North Norfolk. With the launch of the North Norfolk multiplex, these broadcasters will be able to provide seamless county-wide content coverage across much of Norfolk, greatly enhancing listener choice and service continuity. Our technical and partnership planning ensures that the North Norfolk multiplex will launch with a solid foundation of engaged service providers, community backing, and a technically resilient transmission network.

- 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)
Sheringham	TG 14874 43459	6m	Omni	New	50W
Northrepps	TG 23631 40066	8m	Omni	New	200W
Wells	TF 91356 45584	20m	Omni	New	300W

- 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 area contour. [Advertised small-scale DAB 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).



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.	RadioMobile v11.6.6
Detail the terrain model used by the software and its resolution.	SRTM Resolution: 0.3-3 Arc-seconds
Detail the ground cover (clutter) data used by the software and its resolution.	ESA Globcover Resolution: 1/360°
What propagation algorithm has been used?	Irregular Terrain Model (ITM) - a variant of Longley-Rice
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	NA
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	NA
Have your predictions been generated by a commercial organisation? If so, by whom?	Yes Associated Broadcast Consultants

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):

PARTRIDGE DIGITAL LIMITED

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

16366225

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

The Pod Northrepps Village Hall, School Lane, Northrepps, Norfolk, United Kingdom, NR27 0LB

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

Yes / ☐ (delete as appropriate)

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
Adam Wood	The Pod Northrepps Village Hall, School Lane, Northrepps, Norfolk, NR27 0LB	United Kingdom	Director: Poppyland Community Radio Director: Norfolk IT Solutions	None
Will Wilson			Director: Poppyland Community Radio Director: Lab Media	None
Mike Goldwater			Director: Poppyland Community Radio Director: nCompass	None
Lawrie Hallett	Terella 565 Earlham Road Norwich NORFOLK NR4 7TF.	United Kingdom	Director: Future Digital Norfolk Limited (Greater Norwich Area DAB Multiplex Licence Operator) Member of the Board of Trustees: The NR5 Project (Charity t/as Future Projects) Director: Audessence Limited (Broadcast Engineering Company) Director: North Norfolk Digital Limited. (King's Lynn Area DAB Multiplex Licence Operator)	Senior Lecturer Radio & Journalism University of Bedfordshire. Consultant Broadcasting Authority of Ireland (CnaM) (Sound & Vision Scheme)

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Stephen Paul Potter	121 Blinco Grove Cambridge CB1 7TX	United Kingdom	Boffin Technology Ltd. - Director – Technology Consultancy Cambridge Digital Radio Ltd. - Director – Media company Hereward Digital Radio Ltd. - Director – Media company Huntingdon Digital Ltd. - Director – Media company North Norfolk Digital Ltd. - Director – Media company Xtra DAB Ltd. - Director – Media company	None

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
Adam Wood	20	0.20	20	20
Mike Goldwater	20	0.20	20	20
Will Wilson	20	0.20	20	20
Lawrie Hallett	20	0.20	20	20
Stephen Paul Potter	20	0.20	20	20
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)
Adam Wood	The Pod Northrepps Village Hall, School Lane, Northrepps, Norfolk, NR27 0LB	n/a
Will Wilson		n/a
Mike Goldwater		n/a
Lawrie Hallett	Terella, 565 Earlham Road Norwich Norfolk NR4 7TF	n/a
Stephen Paul Potter	121 Blinco Grove Cambridge CB1 7TX	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 following table, 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

n/a				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
n/a				
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	None
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Lawrie Hallett: Member Norwich Labour Party
A body whose objects are wholly or mainly of a religious nature; ²	No	None

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.

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
An individual who is an officer of a body falling within (b) or (c);	No	None
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	None
An advertising agency or an associate of an advertising agency	No	None

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 (delete as appropriate).

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

☐ / No (delete as appropriate).

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

Yes / ☐ (delete as appropriate).

d) Does the applicant control an existing Ofcom licensee?

☐ / No (delete as appropriate).

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 (delete as appropriate).

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 (delete as appropriate).

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 (delete as appropriate).

- 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 (delete as appropriate).

- 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 (delete as appropriate).

- 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)	CR000192	Future Radio
(b)	tbc	Poppyland Community Radio
(c)	CR000095	Cambridge 105 Radio (retired)
(d)	SSDABWT001	Cambridge SSDAB Trial (expired)
(e)	SSDABWT011	Cambridge SSDAB Trial (expired)
(f)	CR000199	Huntingdon community radio licence (to 06/2020)
(g)	DS103925	Cambridge SSDAB fulltime
(h)	DS103909	King's Lynn SSDAB fulltime
(i)	DS103937	Norwich SSDAB fulltime
(j)	DS104796	Peterborough SSDAB fulltime

- 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 (delete as appropriate).

If yes, please provide the following details: 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.

Its worth noting that three of the 5 directors of Partridge Digital are also directors of Poppyland Community Radio (PCR). PCR is located within the proposed area and have expressed interest to be on the mast. PCR has been fostering links with local community since it started during C-19. These links have helped secure local relationships with business and communities which have helped with securing the locations for the mast as well as local trades to support the installation of the masts. We have chosen to setup a separate company to de-risk an issue with either the mast or the community radio station taken the other out of business. The plan outlined below details the initial capital requirements, ongoing operational costs, and the mechanisms by which these will be funded.

Capital Costs

We plan to deploy three transmission sites across Northrepps, Wells-next-the-Sea, and Sheringham. The anticipated capital expenditure is as follows:

- Northrepps Site Hardware: £15,000
- Wells-next-the-Sea Site Hardware: £15,000
- Sheringham Site Hardware (lower power): £6,000
- Contingency Reserve: £4,000

Total Capital Requirement: £40,000

These figures reflect realistic hardware costs based on our experience and supplier estimates, with a built-in contingency to accommodate unexpected minor expenses or price variability.

Funding Sources

We have a two-pronged strategy to ensure full funding of capital requirements:

- The capital cost will be met from existing financial resources and sponsorship agreements already under discussion with initial programme service providers.
- The directors have committed to personally underwriting the capital investment via director loans, if necessary, which may be provided interest-free or inflation-linked.

There is no current requirement for external or commercial financing, although we remain open to exploring such options should the need arise.

Operational Expenditure

Our operational cost estimates reflect conservative, worst-case scenarios for annual running costs:

- Connectivity: £1,800 (£50/site/mth)
- Server Hosting and Streaming Infrastructure: £500
- Power Consumption (across three sites): £1,800 (£150/mth/site)
- Maintenance and Servicing: £2,500
- Licence Fees and Regulatory Compliance: £600
- General Administrative Overheads and Contingency: £500

Total Annual Operational Costs: £7,700

We anticipate certain cost savings based on secured agreements for mast hosting where rent-free arrangements are being finalized, limited to costs associated with power and data access.

Income Forecast

Based on expressions of interest and established relationships with local and regional broadcasters, we expect the multiplex to launch with a strong base of service providers. Our conservative income projection assumes partial capacity in the initial year, with scalability in future years.

Anticipated Year 1 Income from Programme Providers: £9,000 (Assumes subsidized C-DSP carriage for qualifying services). We expect this to fully cover operational costs from the first year of operations, with a modest surplus reinvested into service enhancements, community outreach, or contingency reserves.

Experience and Operational Readiness

Our core team includes individuals with direct experience in running small-scale multiplexes. This includes involvement with trial services in other regions, where we successfully managed both technical and financial operations over multi-year periods.

Our familiarity with multiplex transmission technology, including the use of open-source DAB software and low-cost hardware solutions, positions us to launch efficiently and cost-effectively. Pre-negotiated site access, along with an established pipeline of content providers, reduces project risk and accelerates deployment.

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

- a) Share capital - NONE
- b) Loan stock - NONE
- c) Leasing/HP facilities (capital value) - NONE
- d) Bank overdraft - NONE
- e) Grants and donations - NONE
- f) Other (please specify) – Cash reserves / Operational Income / Director Loans (if required)

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 (£)
n/a		

- 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.

PCR currently has a station sponsor a local wind farm, that has contributed £15k in 23/24 and 24/25. They are also in discussions with contributing another £15k in 25/26. Due to the close relations with PCR and major advantages to PCR with having a DAB mast, PCR have agreed to transfer the funds received in 24/25 to this project and also the funds from 25/26 when they arrive. The remaining costs will be covered either by director's loans or upfront revenue from the Programme Providers.

Relevant expertise and experience

- 3.21 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

General management of the multiplex will be shared between Will, Adam, and Mike:

- Will will oversee day-to-day operations, managing programme service providers and scheduling. He brings 17 years' experience in education and community projects, holds a BA Honours in Digital Arts, and is the MD of Poppyland Community Radio. Will lives in North Norfolk and has strong organisational and leadership skills.
- Adam will manage the technical operations, drawing on his background as an IT Director and Digital Transformation specialist. He has extensive experience delivering complex technology solutions and also resides locally in North Norfolk. Adam is also a director with Poppyland Community Radio.
- Mike will lead on contractual and commercial matters, building on decades of experience delivering award-winning programmes and campaigns for SMEs and

global brands. After an international career, Mike returned to the UK and continues to earn industry recognition. He is based in North Norfolk and also a director of Poppyland Community Radio.

The team is supported by two other directors Lawrie and Steve, both of whom have direct experience operating SSDAB multiplexes in King's Lynn and Norwich, adding further operational strength.

Succession planning ensures Will and Adam can cover each other's duties, with Lawrie and Steve providing additional backup and coaching.

The day-to-day management team are North Norfolk residents, ensuring the service is firmly rooted in the local community.

Proximity to the King's Lynn and Norwich SSDAB areas will allow sensible resource sharing for maintenance, billing, and marketing.

- 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	Partridge Digital Ltd.	The team members are key in the installation, maintenance and day-to-day operation of the Cambridge and Norwich Trial multiplexes.
Ongoing maintenance of the transmission equipment	Partridge Digital Ltd.	As above
Installation of the Multiplexing equipment	Partridge Digital Ltd.	As above
Day-to-day technical management and maintenance of the multiplexing equipment.	Partridge Digital Ltd.	As 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:

Members of our team are already experienced operators of successful small-scale DAB multiplexes in Cambridge, King's Lynn, and Norwich. As a result, we are well placed to launch the North Norfolk multiplex within a realistic and achievable timeframe following licence award.

We expect to achieve the proposed coverage within the following timeline:

- Approximately 1 year after licence award: Northrepps mast operational and on-air.
- Following a "warranty and learning period" to ensure stability and optimal performance, we will proceed to bring Sheringham and Wells-next-the-Sea sites online in quick succession.

We are confident in this timescale for the following reasons:

1. Technical Readiness: We are already familiar with the transmission and multiplexing technology required.
2. Established Infrastructure: Many of our supporting systems — including stream ingest, encoding, distribution, and monitoring — are already in operation for existing multiplexes and are scalable to support additional services.
3. Site Installation Experience: Our team has extensive experience in the installation and commissioning of transmission sites and managing the practical challenges involved.
4. Strong Relationships with Site Owners: We have worked with the relevant site owners previously and have a clear understanding of their operational requirements and timescales.
5. Service Provider Engagement: We already have established working relationships with a number of programme service providers, making it straightforward to extend their services onto the new multiplex.

In summary, our previous experience, technical infrastructure, and strong operational relationships will allow us to launch the North Norfolk service efficiently, ensuring early service availability and reliable long-term operation.

- 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.

Project Planner

					Project Complete: 18	Plan Duration	Actual Start	% Complete									
ACTIVITY	PLAN START (in Months)	PLAN DURATION (in Months)	ACTUAL START (Month)	ACTUAL DURATION (in months)	PERCENT COMPLETE	Months											
						1	2	3	4	5	6	7	8	9	10	11	12
Site Surveys	1	4	1	4	0%												
Signing of Site Agreements	2	3	2	3	0%												
Equipment & Service Ordering	4	4	4	4	0%												
Securing Resources	4	4	4	4	0%												
Building of Site 1 (Northrepps)	8	3	8	3	0%												
Liaison with other multiplex ops	8	10	8	10	0%												
Testing\Updates of Site 1	10	2	10	2	0%												
Building of Site 2 (Sheringham)	11	2	11	2	0%												
Testing\Updates of Site 2	12	2	12	2	0%												
SFN Synchronisation (Sites 1 & 2)	13	1	13	1	0%												
Building of Site 3 (Well-Next-to-Sea)	14	2	14	2	0%												
Testing\Updates of Site 3	15	2	15	2	0%												
SFN Synchronisation (Sites 1, 2 & 3)	17	1	17	1	0%												

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 (please delete accordingly)

- 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):

Poppyland Community Radio (PCR) is based in North Norfolk. PCR will be applying for C-DSP license on the North Norfolk mast.

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
Future Radio	DSP	Expression of Interest
Poppyland Community Radio	C-DSP (planned)	Expression of Interest
KL One	DSP	Expression of Interest
KL Country	DSP	Expression of Interest
Radio Caroline	DSP	Expression of Interest
Caroline Flashback	DSP	Expression of Interest
Select	DSP	Expression of Interest
Solar Radio	DSP	Expression of Interest
Angel Radio	DSP	Expression of Interest
Maria Radio	DSP	Expression of Interest

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 are committed to ensuring fair, transparent, and non-discriminatory access to the multiplex for all programme service providers.

Measures Already Taken:

- We have engaged a wide range of broadcasters, including local, regional, and niche services, regardless of their involvement in the application.
- Existing relationships with broadcasters on the Norwich and King's Lynn SSDABs have been leveraged, offering them expansion opportunities into North Norfolk.
- Indicative carriage terms and technical requirements have been communicated clearly to all interested parties.
- We have secured several agreements in principle from a mix of established and new service providers, and maintained contact with those not ready to commit at this stage.

Planned Measures During Licence Period:

- Carriage terms and availability will be published publicly via a dedicated website.
- All service providers will have access on equivalent, non-discriminatory terms.
- We will continue open engagement with broadcasters, especially minority and underserved groups, to promote diversity.
- A clear complaints and appeals process will be established to ensure ongoing fairness.

Our approach will promote listener choice, service diversity, and genuine competition throughout the licence period.

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 on behalf of the applicant:

ADAM WOOD

Date of application:

28-APR-2025

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.