
Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Fresh Leeds Radio C.I.C

Proposed service name:

Fresh Leeds

Radio multiplex service(s) on which the proposed C-DSP service is to be provided:

LEEDS

Public contact details: Info@freshleeds.com

Contents

Section

| | |
|------------------------------|----|
| 1. Overview | 1 |
| 2. Applicant's details | 4 |
| 3. The proposed service | 13 |
| 4. Compliance of the service | 22 |
| 5. Declaration | 27 |

1. Overview

You should complete this form if you are applying for a community digital sound programme licence (“C-DSP”). You can find further information about C-DSP services in the [guidance notes for licensees and applicants](#).

This 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 on our website.

If you encounter any issues using these forms, please contact broadcast.licensing@ofcom.org.uk.

The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 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 information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will be published by Ofcom following the submission of your application. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.

Data protection

- 1.13 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 further information about how Ofcom handles your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom’s regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.

- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

In this section we are asking you for details about the applicant company. This must be a body corporate which is not profit distributing.

In the first part of this section, we are asking for basic details about the applicant. These include company registration number and contact information.

In the second 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 C-DSP 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 C-DSP licence.

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

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).

Applicant information and contact details

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

Fresh Leeds Radio C.I.C

2.2 Company registration number stated on Companies House:

12477461

2.3 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:

Fresh Leeds Community Radio C.I.C - Unit 27, Penraevons Light Industrial Estate, Jackson Road, Leeds, LS7 2AW

- 2.4 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 4 of Part B.

- 2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

| | |
|--------------|----------------------------------|
| Full name | Nathaniel Pinney |
| Job title | Managing Director |
| Address | 47 Carlton Close, Leeds, LS7 1HJ |
| Telephone | |
| Mobile phone | 07732 414894 |
| Email | info@freshleeds.com |

- 2.6 If the proposed Licensed Service has/will have a website, please provide the website address below.

www.freshleeds.com

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.

We will be given a community start-up grant from Leeds County Council.

The grant has been allocated for radio station equipment and to pay the Offcom application fees for D.A.B radio.

We will use local business advertising to pay for:

Commercial Business Rent

Yearly Offcom Fees

Radio Equipment Maintenance

Community Events

Business Stationary

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

2.8 Please provide the following details for each director or designated member of the applicant:

| Full name of individual | Correspondence address ¹ | Country of residence | Other officerships held (and nature of the business concerned) | Other employment |
|-------------------------|-------------------------------------|----------------------|--|------------------|
| Mark Sinclair | 3 Granton Road Leeds, LS7 3LZ | United Kingdom | Company Secretary | Courier |
| | | | | |
| | | | | |

2.9 Please identify any entities with which the applicant is affiliated:

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

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

C-DSP licence: Application form (Part A)

| Full name of the entity | Address |
|-------------------------|---------|
| N/A | |
| | |
| | |

2.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by the applicant, and their affiliates:

| Full name of entity | Address | Affiliates |
|---------------------|---------|------------|
| N/A | | |
| | | |
| | | |

2.11 Complete the following table, expanding it if necessary, to list all persons who control the applicant, together with their affiliates. If any persons or bodies control the applicant jointly because they act together in concert (e.g. because of a shareholder’s agreement), each such person must be identified here:

| Full name of individual or body | Address | Affiliates |
|---------------------------------|----------------------------------|------------|
| Nathaniel Pinney | 47 Carlton Close, Leeds, LS7 1HJ | |
| | | |
| | | |

2.12 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.11, and any affiliates of those bodies:

| Full name of individual | Name of body in which officership held | Affiliates of that body |
|-------------------------|--|-------------------------|
| Nathaniel Pinney | Director | |
| Mark Sinclair | Company Secretary | |

2.13 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by anybody corporate listed in response to question 2.11, and their affiliates:

| Full name of body corporate listed in 2.11 | Body corporate controlled | Affiliates of body corporate controlled |
|--|---------------------------|---|
| Nathaniel Pinney | Director | |

2.14 In relation to each body corporate identified in response to question 2.11, 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, amounting to more than 5% in the body corporate concerned (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

| Name of body corporate identified in response to question 2.11 | | | | |
|--|------------------|-----------------------|----------------------|--------------------|
| Full name of >5% participant | Number of shares | Total investment (£s) | Total investment (%) | % of voting rights |
| Nathaniel Pinney | 100 | 1.00 | 1.00 | 100 |
| | | | | |
| | | | | |
| Comments | | | | |
| | | | | |

Involvement of the applicant in specified activities

2.15 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

| Activity/involvement | Yes or No | Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement |
|----------------------|-----------|--|
| A local authority | No | |

| | | |
|--|----|--|
| A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body | No | |
| A body whose objects are wholly or mainly of a religious nature; ² | 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 | |
| An advertising agency or an associate of an advertising agency | No | |

Details of applications, licences and sanctions

2.16 Is the applicant a current licensee of Ofcom?

No (delete as appropriate).

If yes, please provide the licence details expanding the table if necessary:

| Licence number | Name of multiplex |
|----------------|-------------------|
| | |
| | |
| | |

2.17 Has the applicant held an Ofcom broadcasting licence before?

No (delete as appropriate).

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.

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| | |
| | |
| | |

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

No (delete as appropriate).

If yes, please provide the details expanding the table if necessary:

| Dates licence was held or dates of involvement | Licence number (if known) | Name of service or multiplex |
|--|---------------------------|------------------------------|
| | | |
| | | |
| | | |

2.19 Does the applicant control an existing Ofcom licensee?

No (delete as appropriate).

If yes, please provide the licence details expanding the table if necessary:

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| | |
| | |
| | |

2.20 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).

If yes, please provide the following information, expanding the table if necessary:

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| | |

| | |
|--|--|
| | |
| | |
| | |

2.21 Has 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).

If yes, please provide the following information, expanding the table if necessary:

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
| | |
| | |
| | |

2.22 Is 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).

If yes, please provide the following details expanding the table if necessary:

| Licence number (or equivalent) | Name of service or multiplex | Details of the investigation |
|--------------------------------|------------------------------|------------------------------|
| | | |
| | | |
| | | |

2.23 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).

If yes, please provide the following details relating to each sanction expanding the table if necessary:

| Licence number (or equivalent) | Name of service or multiplex | Nature of the breach | Sanction imposed | Date sanction imposed |
|--------------------------------|------------------------------|----------------------|------------------|-----------------------|
| | | | | |

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |

2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act 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 do 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

2.25 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:

| Full name | Date of conviction/action (dd/mm/yy) | Penalty |
|-----------|---|---------|
| | | |
| | | |
| | | |

3. The proposed service

About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences.

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

Your proposed service and target community

3.1 What is the proposed service name?

Fresh Leeds Community Radio C.I.C

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

Leeds, West Yorkshire

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).³

Unit 27 Penraevons Light Industrial Estate, Jackson Road, Leeds, LS7 2AW

3.4 If the proposed service is a simulcast of an existing licensed radio service, please list that below and provide the licence number.

³ If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

N/A

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

We here at Fresh Leeds Community Radio C.I.C propose to serve the city of Leeds, one of the fastest growing multicultural cities in the UK.

Our target communities are predominantly the underprivileged urban areas within the city that have no relatable MOBO (Music Of Black Origin) radio station.

We aim to target all age groups ascending from 16 – 70 within all ethnic communities plus a demographic ascending from 16-60 within the standard middle class.

We understand these demographics are quite vast but it's simply because music of black origin has transcended many boundaries and has become popular culture or the new Pop Music if you will.

The original purpose of music of black origin was to make our ancestors feel and remember home i.e. their country of heritage whilst living in another country.

Breaking that down our age demographic (16-70) based on the population of Leeds at 693,139 citizens we feel once were at full strength were looking at a 10% saturation of that figure which is around 69,000 across all radio and social media platforms.

The type of music we play is largely underground as it is not available in on licensed radio in Leeds. Our target audience are only able to access this music through specialist club nights in the city, however this can be costly, but with our outside broadcasts, we will be able to bring that music to the community for free.

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

Any excess money the station generates we plan to give back to the community by interacting with musical events, fun days and workshops. All these events will be funded by the radio station as part of our outreach into the community. This is where any excess funds will be directed on a yearly basis.

Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

With regards to the immensely important subjects of community benefits, outreach and overall social gain; our aim is to provide a reliable, relevant and engaging output alongside a number of community focused projects that target the youth as well as our expansive teenage and adult audience.

As we are going to be an urban radio station working with Leeds County Council we will have contacts with all the local black organisations such as the Leeds Black Elders, Jamaica House, Black Health Initiative and the first Carnival Organisation Committee in the UK Leeds Carnival.

Fresh Leeds Radio is already active in the local community we were featured on Calendar TV 27.08.2020 alongside the Lord Mayor & Team Creative providing a DJ Workshop for underprivileged children during the Covid 19 lockdown.

We plan to benefit the community by working with all the above mentioned groups and together really make a change the current landscape of the community by bringing back togetherness & unity.

The station will greatly enhance community interaction, allowing people to stay in touch with what is happening locally and also to explore new projects, topics, issues, music, arts, ideas, etc. It will also act as a platform to encourage local interests, concerns and topics to be brought to the attention of the community, enabling open discussions and views, ensuring that the community has a voice that can be heard through a stronger network.

- 3.8 Please summarise how your service will facilitate discussion and the expression of opinion. Answer in fewer than 200 words.

Fresh Leeds Radio plan to have a morning show which any member of the community can call into and discuss various topics.

This is the platform which gives the people the opportunity to hear expression of opinion and assistance with finding where to go and whom to speak with after the conclusion of the episode.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. Answer in fewer than 400 words.

Our main participation objectives, in relation to the operation of the radio, centres around members of our target communities being directly involved in the overall output of the station.

This will be achieved in a variety of ways, including, but not limited to:

- Our roster of DJs and presenters will be sourced from local talent and educational institutions from the local community.
- We will have an open door policy, including public meetings, to include consultation with the wider Fresh Leeds Community Radio community, considering ideas and including people from all backgrounds to participate in the output of the station.
- Local businesses, as well as local council initiatives and educational institutions, will be able to advertise on the station.
- Community outreach projects and workshops will produce content which will have the opportunity to be broadcast.
- The station will provide the sharing of key skills, knowledge and experience in a variety of areas to improve the employability of disadvantaged members of the community.
- It will provide an engagement opportunity with a traditionally hard to reach audience.
- It will generate an estimated 672 volunteer hours a month, eventually there will be emerging employment opportunities.
- We anticipate 1 chair, 2 directors, 2 managers and up to 20 artists will be sourced from the Leeds community.

3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

The Leeds area will benefit from gaining a unique broadcasting service that is specifically aimed at the communities growing number of urban music enthusiasts and fans.

This is something, which Leeds does not currently have access to, even though the need is clearly present.

In terms of target audience and demographic, it can be strongly argued that our station will appeal to a much broader age bracket and ethnicity as well as a wide-ranging socio-economic audience that will, undoubtedly, benefit many diverse communities in the Leeds area.

Furthermore, with regards to the station's participants, our proposed output will boost local and up and coming talent, whilst also pushing the creative boundaries of the more underground musical genres, shaping the future of sound & musical scenes.

Our current management team have several affiliations with successful live music and club promoters and events of varying musical tastes, which will build an immediate network of communication, advertising and interaction between our station and the city's strong urban music scene.

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

As previously mentioned we have been working with local interest groups during the Covid-19 Epidemic.

We will have opportunities to provide workshops in Music Production, Radio Presentation and DJ Workshops with local schools and other educational authorities when the Covid-19 lockdown and social distancing is relaxed.

Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

Please refer back to sub section 3.9

Accountability

- 3.13 How will members of your target community contact your service and influence its operation? **Answer in fewer than 300 words.**

Our target communities will be able to contact our service and influence its operation with phone in shows and social media interaction.

Please refer to sub section 3.9

- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

We welcome constructive criticism and there will be email address available specifically for consumer interaction.

Acting upon suggestions made by our consumers will follow an internal management process then a decision will be communicated back to the consumer.

Draft Key Commitments

Service name: *the on-air name of the programme service (as in question 3.1 of this application)*

Fresh Leeds Community Radio

Proposed radio multiplex service: *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

LEEDS

Description of target audience:

Target Audience: 16 – 70 year olds,

Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:

Leeds

Brief statement of main purpose of the radio service, its functions/activities: *describe in no more than 50 words*

To bring Music Of Black Origin to the local multicultural communities

The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. Every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).

The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community shall contribute to the operation and management of the service.

The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.

4. Compliance of the service

About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

- 4.1 Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

Yes (delete as appropriate)

- 4.2 Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

In regards to compliance we intend to have a copy of the rules and regulations set out by OFFCOM.

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

All voluntary DJ's must familiarise themselves with these items before presenting any radio show on the radio station.

There will always be a folder in the studio available for the DJ's to access if they need to refresh themselves at anytime.

- 4.3 How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

There will be one member of staff who will be responsible for compliance training and will assist any volunteer DJ in following these guidelines.

- 4.4 How does the applicant intend to train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

I feel I have answered this question please refer to subsection 4.3

- 4.5 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public). Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material⁴ is being broadcast.

⁴ This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

Fresh Leeds Community Radio will play a variety of music genres, including, underground and urban music.

We will celebrate the vibrant diversity of Leeds and the music that is produced in the city by providing a platform for expression to support a culture that does not see licenced representation on licenced radio in the area.

Speech will be entirely in English and will be delivered in a fresh, informal and (sometimes) frenetic style.

Our listeners and community events will feature prominently in our live output by means of regular 'Shoutouts', Requests and Dedications.

An hourly news & sports bulletin (initially out-sourced) will feature throughout the day (7am-9pm) with local travel information.

Our aim will be to have the news produced in house or obtained locally, which would be relevant and of benefit to our listeners.

Other spoken elements: Topics such as education, employment, crime and drugs will also feature in our programming on a regular basis and be represented by a relevant body /authority such as teachers, police & welfare workers.

We strongly believe that, with the listener engaged, we can provide an informative and educational service about issues that are relevant to our audience.

Our speech delivery will complement and reflect the issues being discussed. As a community focussed station, we will also inform the listener of up-coming local events and information of interest (derived from our various social media platforms and listener interaction).

All of the live output will be original supplied by voluntary DJ's and members of our target community with live broadcasts at any event and/or function Fresh Leeds Community Radio are involved with.

This will allow our listeners, who may be unable to attend such live events, to listen and feel part of that event.

Our website and social media channels will also offer links to useful online resources and Day to Day Programming.

Fresh Leeds Radio will be a distinct, community focussed service that provides a varied range of music of black origin (MOBO) to an audience devoid of a specialist (MOBO) radio station. We will also champion the forever evolving (MOBO) music genres that are becoming increasingly popular but are not given the airtime on licenced radio.

4.6 Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

Our Key Commitments:

- **Music.**
The main types of music broadcast over the course of each week are: Motown, Soulful House, Jungle, Drum & Bass, UK Funky House, Grime, Dubstep, Drill, Reggae, Ragga, Soul, Hip Hop, R&B, Gospel, Eclectic and Acoustic Jazz , Acid Jazz, Roots & Culture, Azuntu, Afro Beats, Bashment , Soca, Dancehall and Garage and unreleased music from local artists.
- **Speech.**
The main types of speech output broadcast over the course of each week are: Regular 'shout outs' and dedications, news bulletins, local travel information and raising awareness of local issues.
- All broadcast output will be in English.
- The service provides original local, output for a minimum of 18 hours per day.

All the above will be strictly monitored by the compliance manager with regular weekly team meetings.

4.7 What language(s) does the applicant intend to broadcast in?

English

4.8 For each language listed in response to question 4.7, please provide details of how many compliance team member(s) are fluent in each language and will be responsible for ensuring that content broadcast in that language complies with the Ofcom's code and rules.

Please do not give names of individual members of staff.

1

5. Declaration

About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign **the form**.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II 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;
 - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a 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; and
 - c) 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
 - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 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 any other individuals and/or bodies corporate with substantial involvement 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 applicant or person authorised to make the application of behalf of the applicant:

NATHANIEL PINNEY

Date of application:

22.09.2020

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

Company secretary / company director / designated member (in the case of a Limited Liability Partnership)

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