
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):

LEICESTER COMMUNITY ENTERPRISE SERVICES CIC

Proposed service name:

RADIO UTSAV

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

Leicester SSDAB MULTIPLEX (LEICESTER DIGITAL PARTNERSHIP CIC)

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email): VINOD POPAT LEICESTER COMMUNITY ENTERPRISE SERVICES CIC, 15 LOUGHBOROUGH ROAD, LEICESTER, LE4 5LJ.

Publication date: 1 June 2021

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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 typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. 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, new applications, 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):

LEICESTER COMMUNITY ENTERPRISE SERVICES CIC

2.2 Company registration number stated on Companies House:

07711589

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:

15 LOUGHBOROUGH ROAD
LEICESTER
LE4 5LJ

- 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	VINOD POPAT
Job title	MANAGING DIRECTOR
Address	15 LOUGHBOROUGH ROAD LEICESTER LE4 5LJ
Telephone	01162290421
Mobile phone	07528940636
Email	vinod.popat@icloud.com

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

RADIOOUTSAV.ORG

- 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.

The project will be financed from sponsorships and donations. Initially there will be a director's loan which will finance the project. We will be applying for grant from CMA and East Midlands Arts, and other funding bodies

Ownership and control of the company which will hold the licence

Details of officers, participants and shareholders of the applicant

- 2.8 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
VINOD POPAT	15 LOUGHBOROUGH ROAD LEICESTER LE4 5LF	UNITED KINGDOM	TRUSTEE SHANTI-DHAM REGISTERED CHARITY	NONE
JYOTSNA POPAT	3 CRANSLEY CLOSE LEICESTER LE5 1QQ	UNITED KINGDOM	NONE	NONE
HEMANGINI ACHARYA	12 HALKIN STREET LEICESTER LE4 6JU	UNITED KINGDOM	TRUSTEE SHANTI-DHAM REGISTERED CHARITY	NONE

- 2.9 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 applicant ("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.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
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¹ This should be the same address as is held and published by Companies House.

Comments				
N/A				

- 2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
N/A	

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

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

Full name of entity	Address	Affiliates
N/A		

Details of persons who control the applicant

- 2.12 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:

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

Full name of individual or body	Address	Affiliates

N/A		

- 2.13 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 2.12, and any affiliates of those bodies. An “officership” refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

(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 officership held	Affiliates of that body

- 2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

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

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A		

- 2.15 In relation to each body corporate identified in response to question 2.12, 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 (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.12. 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 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Comments				
N/A				

Involvement of the applicant in specified activities

- 2.16 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	

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.

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

- 2.17 Is the applicant (i.e. the body corporate that will hold the licence) 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

- 2.18 Has the applicant (i.e. the body corporate that will hold the licence) held an Ofcom broadcasting licence before?

No (delete as appropriate).

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

Licence number	Name of service or multiplex

- 2.19 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).

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
1998		MATV (MIDLAND BROADCASTING CORPORATION LTD)
1993		Radio Festival (Bilartone Ltd)

- 2.20 Does the applicant (i.e. the body corporate that will hold the licence) 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

- 2.21 Is the applicant (i.e. the body corporate that will hold the licence) 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

- 2.22 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).

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

Licence number	Name of service or multiplex

- 2.23 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).

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

- 2.24 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 im- posed	Date sanction imposed

- 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

- 2.26 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 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".

Vinod Popat had an RSL in 1993 under the name 'radio festival'.

Vinod also held a local terrestrial TV licence as director of midland broadcasting corporation and later transferred to Middlesex Broadcasting Corporation Ltd on Sky platform 'MATV' channel 711

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. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. 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. **The information provided in this section is also the basis on which decisions are made.**

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?

RADIO UTSAV

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.

Leicester SSDAB MULTIPLEX (LEICESTER DIGITAL PARTNERSHIP CIC)

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

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.

15 LOUGHBOROUGH ROAD
LEICESTER
LE4 5LJ

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

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.**

Radio UTSAV aims to be a platform for the Gujarati community in Leicester and Leicestershire to inform, share community issues, and celebrate religious, historic and cultural festivities. In Leicester, 18 per cent of households have nobody who speaks English as a main language, compared with four per cent nationally, making Leicester the eighth highest in England and Wales.

In addition to the Gujarati speakers from Africa, a smaller number of settlers arrived directly from India. There is a sizeable Muslim population with Gujarati as a mother tongue. There are about 10,000 Kutchi population whose written fonts are Gujarati but have different dialects, however fully versatile with the Gujarati language. There is, also, a sizeable Zoroastrian (Parsee) community with Gujarati as a mother tongue.

Poor English language proficiency is greatest in those areas where ethnic minorities are most clustered. This may reflect some difficulty that a small minority of residents will face in participating with the wider community. Over a period of time, socio-economic factors have changed, and the communication needs within the Gujarati communities are best addressed in an 'infotainment' fashion, which is currently non-existent or very limited.

- 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.**

Whatever is generated from grants sponsorship and advertising will all be spent on the radio project and will be used to train local people who are interested in media, purchasing and refurbishing studio and equipment, and ensuring that our studio is accessible and well maintained.

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.**

We will provide local people interested in the media an opportunity to learn about radio presenting and production, especially delivering programmes in an accessible and responsible way, recording voice-overs, interacting with the audience, as well as producing radio commercials. Volunteers will contribute to RADIO UTSAV in various ways, such as:

- Presenting
- Producing
- General administration
- Fundraising
- Collating news and events diary
- Technical
- Programme sponsorships and airtime sales
- Identifying and co-ordinating interviews with professionals
- Visiting and relaying from the relevant events

We will establish contacts with media students at De Montfort University, University of Leicester, Leicester College, Gateway College, Regent College and Leicester Adult Education College. They will be provided an opportunity to gain direct radio experience in various capacities outlined above (and beyond), depending upon their aspirations.

Community Benefits of RADIO UTSAV

RADIO UTSAV is committed to enriching the local community's cultural and social fabric through targeted, impactful broadcasting. Here are the specific benefits we aim to deliver to our audience in Leicester:

1. Enhanced Community Cohesion: Through our programming, we intend to strengthen community bonds by celebrating the rich Gujarati cultural heritage, sharing local news, and providing a platform for community voices. This will include extensive coverage of local events, festivals, and celebrations that are central to the life of our community.

2. Education and Information: RADIO UTSAV will offer educational content that addresses the needs and interests of the Gujarati community in Leicester. This will include shows on health, legal issues, and education, with expert guests from relevant fields. By doing so, we aim to inform and empower our listeners with knowledge that directly impacts their lives and well-being.

3. Promotion of Local Arts and Culture: We plan to showcase local artists, musicians, and cultural icons to promote the diverse artistic talents within Leicester. This not only supports local artists but also enriches the cultural landscape for all listeners.

4. Language and Cultural Preservation: By broadcasting in Gujarati and incorporating elements of the Kutchi dialect and other regional variations, RADIO UTSAV will play a crucial role in preserving and promoting the linguistic heritage of the community. This is especially important in a city like Leicester, where there is a significant population that values its linguistic and cultural roots.

5. Facilitating Community Dialogue: Our station will serve as a forum for discussion and debate on issues affecting the community, providing a space for dialogue that respects and reflects diverse viewpoints. This will include live call-in segments, interviews with community leaders, and interactive sessions that allow listeners to voice their concerns and opinions.

6. Supporting Community Development: RADIO UTSAV will actively engage in community development initiatives by partnering with local NGOs, community centres, and social services to broadcast important community messages and support campaigns that benefit the public.

By focusing on these key areas, RADIO UTSAV aims to be more than just a radio station; we aspire to be a vital community resource that contributes to the welfare and advancement of our listeners in Leicester. Our commitment to social gain drives every aspect of our programming and operations, ensuring that we deliver real benefits to the community we serve.

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

Facilitating Discussion and Expression of Opinion at RADIO UTSAV

RADIO UTSAV is dedicated to fostering a vibrant platform for dialogue and community engagement. Our approach to facilitating discussion and expression of opinion is multi-faceted:

1. Interactive Programmes: We will host regular interactive talk shows and discussion forums where experts, community leaders, and residents can discuss pressing local issues. These programmes will encourage listener participation through live call-ins, SMS, and social media interactions.

2. Debate Shows: Specific slots will be allocated for debate shows focusing on various societal and community issues. These shows will invite differing viewpoints, ensuring a balanced representation of opinions.

3. Listener Feedback Segments: Regular segments will be dedicated to listener feedback, where opinions, suggestions, and concerns voiced by our audience are discussed and addressed on air.

4. Community Outreach: Our field reporters will engage with the community at local events and spaces, gathering opinions and fostering discussions that will be aired to a broader audience, thus amplifying local voices.

By implementing these strategies, RADIO UTSAV aims to ensure that all community members have the opportunity to be heard and to contribute to the discourse that shapes their society.

- 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.**

Ensuring Community Access, Training, and Accountability at RADIO UTSAV

RADIO UTSAV is committed to inclusivity and engagement, providing open access to our facilities, offering training opportunities, and maintaining accountability to our target community. Here's how we plan to achieve these objectives:

1. Open Access to Facilities:

Open Days: We will host regular open days at our studio, located at 15 Loughborough Road, Leicester, which is centrally situated within the coverage area of our broadcast. These events will allow community members to tour our facilities, meet our team, and learn about the radio production process.

Community Studio Time: Specific times will be allocated for community groups to use our studio to produce their own content, under the guidance of our experienced staff. This fosters a hands-on understanding of broadcasting and empowers local voices.

2. Training Programs:

Workshops and Seminars: We will offer workshops and seminars covering various aspects of radio broadcasting, including technical training, content creation, and media ethics. These sessions will be led by industry professionals and are open to all community members, prioritising inclusivity and capacity building.

Internships and Volunteering: Offering internships and volunteer positions, RADIO UTSAV will provide practical training and experience in radio operations. This initiative will not only help individuals gain valuable skills but also serve as a career stepping stone in media.

3. Accountability Measures:

Feedback Mechanisms: We will establish robust feedback mechanisms, including listener surveys, feedback hotlines, and interactive social media platforms, to gather input from our community on our programming and operations. This feedback will be regularly reviewed and used to shape our services.

Community Advisory Board: A Community Advisory Board comprising diverse community representatives will be formed. The board will meet quarterly to review our service's impact, discuss community concerns, and propose new ideas to ensure our programming remains relevant and responsive.

Transparency Reports: We will publish annual transparency reports detailing our activities, community engagement outcomes, and responses to feedback. These reports will be available on our website and at our studio, ensuring our operations are transparent and accountable to the community we serve.

By implementing these practical and formal strategies, RADIO UTSAV aims to create an accessible, educational, and accountable community radio station. We believe that by empowering our community with the tools and knowledge of radio broadcasting, and by maintaining open channels of communication, we can foster a more informed, engaged, and cohesive 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.**

Enhancing Community Understanding and Strengthening Links at RADIO UTSAV

RADIO UTSAV is dedicated to deepening the understanding of the Gujarati community in Leicester and strengthening intra-community connections through thoughtful and inclusive programming:

1. Culturally Relevant Content: We will broadcast programs that reflect the traditions, values, and issues pertinent to the Gujarati community. This includes shows focused on local history, culture, arts, and religion, which will foster a greater appreciation and understanding within and outside the community.

2. Community Storytelling: By featuring personal stories and testimonials from community members, we will highlight diverse experiences and perspectives within the Gujarati population. This narrative approach will humanize broader social issues, fostering empathy and deeper community bonds.

3. Interactive Platforms: Live discussions, call-in shows, and community forums will engage listeners in dialogues about local developments and community concerns. This interaction not only informs but actively involves the community in our broadcasting content, making it a true community-led initiative.

Through these efforts, RADIO UTSAV aims to provide a comprehensive understanding of its listeners while strengthening the fabric of the community by bringing its members closer together.

- 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.**

Relevant Experience of RADIO UTSAV's Team in Providing Social Gain

The leadership team at RADIO UTSAV brings a rich history of contribution to the media sector in Leicester, particularly in radio and television broadcasting. Our directors have been pivotal in developing a community-based training model that has successfully integrated numerous individuals into the mainstream media industry. This model emphasized practical training and direct involvement in media production, offering invaluable experience to aspiring media professionals.

Historically, our initiatives have focused on empowering media students and other interested individuals by providing them with access to real-world broadcasting environments. This approach not only equipped them with essential skills but also instilled a profound understanding of the media's role in societal development.

We are committed to continuing this legacy at RADIO UTSAV, where we will extend these training opportunities to the wider community, thereby enhancing the social fabric through informed, skilled, and engaged community members.

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.**

Community Participation in RADIO UTSAV's Operations and Management

RADIO UTSAV is committed to fostering an inclusive and participatory environment through our 'open door' policy. This approach enables all community members to engage with the station, contributing to both its operational and managerial aspects. Our goal is to reflect the diverse voices of the Gujarati culture, welcoming individuals of all ages, genders, races, and religions.

Opportunities for Participation - Community members can engage with RADIO UTSAV in several roles, tailored to their interests and skills:

On-Air Presenting and Production: Taking roles in front of the microphone or behind the scenes.

Administration and Support: Assisting with day-to-day operations and administrative tasks.

Fundraising and Sponsorship Coordination: Helping secure funds and manage relationships with sponsors.

Technical Support: Maintaining and operating broadcast equipment.

Event Coverage and Coordination: Organizing and covering community events and interviews.

Content Development: Contributing to the creation of news and program content.

Educational Collaborations: We will collaborate with local educational institutions such as the University of Leicester, Leicester College, Gateway College, Regent College, and Leicester Adult Educa-

tion College. These partnerships will provide media students with direct experience in broadcasting, enhancing their educational journey and career prospects.

Community Feedback and Involvement: To ensure our programming remains aligned with community needs, we will establish a Steering Group composed of community members. This group will provide ongoing feedback, advice, and recommendations, playing a critical role in shaping our future programming. We will also host open days, allowing the community to explore our facilities, understand our operations, and meet our team.

Live Engagement: Our programming will include live broadcasts that allow community members to express their views, engage in discussions, and participate in debates, ensuring their voices are heard and valued.

Through these initiatives, RADIO UTSAV aims to integrate the community into every aspect of our station's operation and management. We anticipate engaging at least 30 individuals annually, providing them with meaningful opportunities to contribute to and benefit from our community radio station.

Accountability

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

Enabling Community Contact and Influence at RADIO UTSAV

RADIO UTSAV is dedicated to maintaining open and accessible channels of communication with our target community, ensuring their ability to influence the operations and programming of our service. We are implementing several strategies to facilitate this interaction:

1. Dedicated Communication Channels:

Community Hotline and Email: We will establish a dedicated phone line and email address specifically for listener feedback and inquiries. This ensures that community members can easily contact us with their suggestions, concerns, or feedback. This will provide a feedback mechanism that overcomes low English literacy skills.

Social Media Engagement: Our active presence on major social platforms like Facebook, Twitter, and Instagram will allow us to interact directly with our listeners, receive real-time feedback, and engage in discussions. Social media will also serve as a platform for polls and surveys to gauge listener preferences and suggestions.

2. Community Meetings and Forums:

We will host regular community forums and Q&A sessions where community members can discuss their views on the station's content and operations. These meetings will be pivotal in shaping our programming and policies.

Feedback Integration:

All feedback, whether received via social media, our hotline, email, or during community meetings,

will be systematically reviewed and considered by our programming team. This ensures that community input directly influences programming decisions and station policies.

4. Transparency and Updates:

We will provide regular updates about how listener feedback has been implemented, and the changes made based on community suggestions. These updates will be shared on our broadcasts and through our digital platforms.

By fostering these robust lines of communication and feedback mechanisms, RADIO UTSAV aims to create a broadcasting service that truly reflects the needs and preferences of its listeners, ensuring they have a significant role in shaping its operations.

- 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.**

RADIO UTSAV's Community Feedback Mechanism

RADIO UTSAV recognises the value of feedback from our listeners and has established a structured 'Point of View' programme to capture and act upon the community's suggestions and criticisms. Here's how we ensure that community input leads to tangible actions:

1. Steering Group Engagement:

We have established a Steering Group, comprised of community representatives, that will convene monthly. This group's purpose is to review feedback, which can range from compliments and constructive criticism to actionable suggestions.

The group will evaluate the feedback, prioritising issues and identifying opportunities for service improvement. Recommendations will be put forward to the Management Committee for consideration and subsequent action.

2. Continuous Improvement:

We commit to using feedback as a tool for continuous enhancement of our service. Feedback will be reviewed in alignment with our programming and operational goals, ensuring that our content and service offerings evolve in response to community needs.

Implementing changes will be done in a manner that is respectful of our target community's cultural context, maintaining the essence of RADIO UTSAV's mission and values.

3. Transparent Process:

Transparency is key in our process. We will publicly acknowledge the receipt of feedback and provide updates on how we are addressing it. A regular segment on our broadcasts will be dedicated to discussing what we have learned from our listeners and the steps we are taking in response.

Our complaints and grievance procedures will be clearly published, accessible, and will follow regulatory guidelines, ensuring that every voice is heard and addressed appropriately.

RADIO UTSAV is committed to creating a responsive and dynamic community radio service that reflects the needs, aspirations, and feedback of our listeners. We believe that an engaged community is the bedrock of successful broadcasting.

Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as 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.

ANNEX TO LICENCE

LICENSED SERVICE NO tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
RADIO UTSAV (the on-air name of the programme service as in question 3.1 of this application)>	RADIO UTSAV <i>is a radio service intended to serve</i> NOTE: The next 3 headings below are the components of the 'character of service'. GUJARATI SPEAKING in LEICESTER AND LEICESTERSHIRE NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column> (<i>"the target community"</i>) by	24 hrs	SSDAB MULTIPLEX (LEICESTER DIGITAL PARTNERSHIP) : as in question 3.2 of this application, specify if small-scale or local multiplex

	describe in no more than 50 words> Radio UTSAV will provide a local service for the Leicester and Leicestershire area, reflecting the religions, traditions, culture and history of the Gujarati population. The service will educate, inform and entertain through locally relevant programming and the majority of the output will be locally produced. The station sound will include all-time classics, modern, fusion and spiritual Gujarati music, with music output spread around the day. Speech programming will be delivered in 'infotainment' way to include local and community news and information; discussion and debate; historical, cultural and educational material; news up-date; poetry, mimicry and radio drama; live interviews; live broadcasting from key events; competitions; Women's and young people's programming. Topical phone-in shows will encourage debate on issues and topics relevant to the target community, with most of the programming delivered in Gujarati and occasionally in Hindi/English, as may be necessary. <i>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).</i> <i>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:</i> <i>the facilitation of discussion and the expression of opinion,</i> <i>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</i> <i>the better understanding of the particular community and the strengthening of links within it.</i>		the radio station plans to broadcast on>
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	<i>Members of the target community shall contribute to the operation and management of the service.</i> <i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i>		
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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 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

Compliance Training and Experience of RADIO UTSAV's Management Team

The senior management team at RADIO UTSAV brings a wealth of experience in managing compliance within the broadcasting sector. Having previously held responsibility for broadcast licences, our team is well-versed in the regulatory requirements and has a proven track record of effectively addressing compliance issues.

Our commitment to upholding the highest standards of broadcasting is evidenced by our proactive approach to compliance training. Members of our senior management have completed comprehensive compliance training programmes facilitated by EAVA FM, ensuring a thorough understanding of the Ofcom Broadcasting Code and its practical application within our services.

In collaboration with community media consultants such as Decentered Media, we are in the process of developing a robust training programme for our volunteers. This programme is designed to equip all participating members of RADIO UTSAV with the knowledge and skills necessary to operate in full compliance with broadcasting regulations.

Our training will cover a range of topics, including but not limited to, content standards, fairness, privacy, and the avoidance of harm and offence. The training will blend theoretical knowledge with practical exercises, ensuring that our volunteers are not only aware of the regulatory framework but also confident in its implementation.

Through this comprehensive approach to compliance training, RADIO UTSAV aims to maintain the integrity and quality of our broadcasting service, ensuring that our content meets regulatory standards and serves the best interest of our community.

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

Vinod Popat was the compliance officer at MATV and Radio festival RSL has had refresher training with Eva FM and will join the Community Media Association and participate in their training workshops.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Programme Manager: Sets and monitors the RADIO UTSAV's programme policy and manages the programme schedule. Reviews music and other material before it is uploaded to the online database and/or scheduled for broadcast. Works with the Compliance Officer and Training Officer to ensure that presenters meet required standards. The Programme Manager maintains an in-depth working knowledge of the Broadcasting Code and other legislation relevant to RADIO UTSAV. The Programme Manager is responsible for ensuring that Key Commitments are met in so far as they relate to the content of programmes and broadcast content.

Compliance Officer: Reporting to the Programme Manager, the role holder monitors station output to ensure compliance with the requirements of the Broadcasting Code and with RADIO UTSAV's policy and guidelines. Schedules music and other content to meet station policy and following guidelines provided by the Programme Manager.

Training Officer: Reporting to the Programme Manager, the role holder develops and delivers a training programme to ensure that station policy and regulatory requirements, including the requirements of the Broadcasting Code are met. Delivers induction and presenter training for new presenters, from the start of their membership through to the completion of their initial training. The Training Officer also provides ongoing training for presenters to ensure that they maintain standards in line with the Broadcasting Code and with station policy and guidelines.

- 4.4 How does the applicant intend to formally 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.

All of our volunteers are provided with induction training and the additional and ongoing training that is necessary to carry out the relevant roles within our organisation. For those roles that are related to on-air work, volunteers are trained in the operation of our studio equipment, general presentation and interviewing skills. Training is led by experienced volunteers. New presenters are mentored by our training officer, who will monitor their progress and is available to answer any questions that they might have. We also have access to the training opportunities provided by local organisations. All on-air presenters are trained to understand their legal responsibilities. The Broadcasting Code is covered during training and a copy is provided to all volunteers.

We do not intend to require presenters to adhere to a detailed style guide and will rely on individual discussions with experienced volunteers to nurture and support volunteers to experiment with creative approaches to programming, as they feel confident. The time-scale for training depends on each individual volunteer and their outside commitments, but most new members complete their initial training within a three-month period. Our output is monitored by the RADIO UTSAV directors, and constructive feedback is provided to presenters on things they have done well and those areas that require improvement. Where there is concern that standards are not being met or there is a risk that the Code might be breached, remedial action will be taken as required. This may involve further training or may require the temporary or permanent removal of that presenter from broadcasting on the service.

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

As detailed in section 4.4, induction training is mandatory for all new volunteers. Additional training is provided as required depending on the role, but is mandatory for all volunteers that will present on-air. All volunteers must sign our Volunteer Agreement before their role and involvement with RADIO UTSAV is confirmed. By signing the Agreement each volunteer agrees to abide by the rules and values of RADIO UTSAV including, amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

- 4.6 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).

- a) 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 when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-compliant content is dealt with swiftly during the broadcast.

Only experienced presenters are permitted to undertake live broadcasts by themselves, and with the authority of the programme manager, who will take a decision having reviewed the presenter's training record, experience and other aspects of the presenter's development needs. Initially, this will be under the supervision of a more experienced presenter. The programme manager will make checks to ensure that the presenter understands the requirements of the Broadcasting Code, and understands how to deal with problems that might occur when on-air, including compliance breaches and the actions of guests.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

Music and pre-recorded features may only be loaded into our playout system by the programme manager or by an experienced volunteer, following compliance checks. Only a few experienced presenters are permitted to use their own music collections, and their shows are closely monitored by the programme manager and compliance officer for compliance with the Broadcasting Code and station policies. Some programmes and features are produced by outside sources, for example syndicated shows. We only schedule shows from reputable and reliable sources, however, series and shows of this nature will be reviewed by the programme manager before we agree to broadcast them. All volunteers must sign our Volunteer Agreement before their role and involvement with LCR2 is confirmed. By signing the agreement, each volunteer consents to abide by the rules and values of RADIO UTSAV including, amongst other things, to comply with the Broadcasting Code, other legislation, and station policies.

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

RADIO UTSAV directors are responsible for ensuring that compliance with our Ofcom Key Commitments are kept. Compliance with these Commitments is reviewed at directors' meetings, and a written summary is included within our annual report and accounts, which is made publicly available on our website. News stories about our activities are published on our website and social media accounts. Selected features are retained within our website archive to demonstrate how we have fulfilled our commitment to health and wellbeing programming and to our social gain commitments.

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that

these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

RADIO UTSAV directors are responsible for ensuring that compliance with our Ofcom Key Commitments is kept. Compliance with these commitments is reviewed at directors' meetings, and a written summary is included within our annual report and accounts, which is made publicly available on our website. News stories about our activities are published on our website and social media accounts. Selected features are retained within our website archive to demonstrate how we have fulfilled our commitment to health and wellbeing programming and to our social gain commitments.

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

Gujarati, Hindi and English

4.10 For each language listed in response to question 4.9 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.

Two senior members of the station team are fluent in Gujarati, Hindi and English

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 bod-

ies 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:

VINOD POPAT

Date of application:

25/04/2024

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

company director

You also need to complete the confidential section (Part B) of the application form