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# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

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

Vanny Radio-Community Broadcasters

Proposed service name:

Vanny Radio

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)

Coventry

Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email):

Mr Thaddeus Atiemo

Broad Horizon Enterprise Centre, Coventry west Midlands CV6 5BN

Telephone 02476980347

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](mailto: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](mailto: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 propriety 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):

Vanny Radio-Community Broadcasters

2.2 Company registration number stated on Companies House:

09056908

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:

Broad Horizons Enterprise Centre 161 Broad Street, Foleshill, Coventry, West Midlands,  
United Kingdom, CV6 5BN

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

**Yes**

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 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	
Job title	
Address	
Telephone	
Mobile phone	
Email	

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

<http://vannyradio.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.

Our funding comes from a combination of grants, donations, on-air advertising and sponsorship, service level agreements with statutory and other non-profit organisations, and fundraising events, such as community festivals. We will not need to apply for any additional funding relating to the C-DSP licence, and anticipate that our regular sources of income will cover the additional costs of the service. Our agreement as a shareholder with SparkFM Ltd, the prospective provider of the Coventry SSDAB Multiplex, is for free connection and carriage on the Coventry Multiplex for the life of the licence, which incurs no cost for Vanny Radio.

## 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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Eric Armah-Godwin	Broad Horizons Enterprise Centre, 161 Broad Street, Foleshill, Coventry, West Midlands, United Kingdom, CV6 5BN	UK		
Kofi Dapaah	161 Broad Street, Vanny Radio-Community Broadcasters, Coventry, England, CV6 5BN	UK		Security Controller
Roselyn Donkor	Broad Horizons Enterprise Centre, 161 Broad Street, Foleshill, Coventry, West Midlands,	UK		Teacher

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



	United Kingdom, CV6 5BN			
Anthony Henry	161 Broad Street, Coventry, England, CV6 5BN	UK		Chauffeur / Manager
Michael Kwao Odoi	161 Broad Street, Broad Street, Coventry, England, CV6 5BN	UK		Software Engineer
Cherry Spencer	161 Broad Street, Foleshill, Coventry, West Midlands, United Kingdom, CV6 5BN	UK		Dental Nurse

- 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
N/A				
Comments				

- 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
N/A		

- 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
N/A				
Comments				

## 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; <sup>2</sup>	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
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?

**Yes**

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

Licence number	Name of multiplex
CR102291BA/1	Vanny Radio

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

**Yes**

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

Licence number	Name of service or multiplex
CR102291BA/1	Vanny Radio

- 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**

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

<sup>2</sup> Please refer to Sections 3 to 5 of [Ofcom's religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
24/01/2020	CR102291BA/1	Vanny Radio

- 2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

**Yes**

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

Licence number	Name of service or multiplex
CR102291BA/1	Vanny Radio

- 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**

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

Licence number	Name of service or multiplex
N/A	

- 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**

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

Licence number	Name of service or multiplex
N/A	

- 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**

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
N/A		

- 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**

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
N/A				

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

**No**

If yes, please provide the following details:

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

- 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".

N/A

## 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?

Vanny Radio

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.

Coventry

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).<sup>3</sup>

<sup>3</sup> 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.

Broad Horizons Enterprise Centre 161 Broad Street, Foleshill, Coventry, CV6 5BN

- 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.

CR102291BA/1

- 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.**



Vanny Radio serves BME Communities and young people under the age of twenty-five, who live, work, undergo education or training in Coventry. We reflect the rich cultural, social and ethnic diversity of Coventry in a positive way. Coventry is a Metropolitan City with a population of 345,300 according to the ONS Census 2021 data. Coventry City Council suggest that 33.4% of people are from BME backgrounds, and 14.3% are defined as young people below the age of twenty-five. The main increase in population in Coventry (8.9%), comes from net international immigration. More people move to Coventry from overseas than move abroad from Coventry. A significant proportion of the population increase is linked with increases in the number of overseas students studying at local universities leading to increased number of BME population and young people. Coventry's population has a much younger age profile than England in general.

Coventry is one of the top twenty towns and cities in the UK in terms of the proportion of the population who are students. A study by the Work Foundation shows that more than a quarter of sixteen- to twenty-four-year-olds in the city are currently without a job. Vanny Radio aims to provide music that is relevant to our audience, while also including opportunities for local bands and artists to access the airwaves, by making provision for non-chart music and alternative genres. Our speech content does not dominate our programming, but includes local news and information about events and opportunities and services for young people and BME people. We aim to provide information that is relevant to young people, such as discussion about sexual health, suicide and self-harm. We broadcast predominantly in English, while also including some French and African language content. We believe that by having different sections of the schedule in different minority languages, we can unify our audience, rather be than be divisive, as our city is multicultural.

Our presenters are young people and BME themselves, who have an opportunity to share their tastes and interest. Our On-Air Team subcommittee designs and maintains the music playlists, based on ongoing research into the tastes of our target community and they will actively use social media to keep abreast of this. They will choose the music for play-out (subject to Broadcasting Code restraints) so ensuring it meets their tastes and interests. Our approach to speech content is to ensure that it is targeted at young people and people from BME communities. Our current affairs output features stories as they impact on the young people and BME Communities in Coventry. There is a vibrant arts and music community in Coventry, and we regularly include the work of local artists, writers and musicians, presenting and guesting shows which reflect the talent and cultural interests of the local community.

- 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.**

We have been operating as a not-for-profit organisation since 2014. Any profit will, as in previous years, be reinvested back into the company to accommodate keeping the studio equipment fully operational, with the replacement and refurbishment of equipment for the benefit of members of our target community to contribute to broadcasting. Any surplus funds are used to support running costs, upgrades, maintenance and workshops to bolster the achievement of our social gain objectives. The Directors of Vanny Radio-Community Broadcasts verify and promote the work of the radio station with partner organisations and members of our target community.

## 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.**

Vanny Radio fills a gap in provision for young people and people from BME communities to participate in the production of their own radio programmes. We are specifically focussed on Coventry. Vanny Radio is volunteer-led, and is supported by a station coordinator, who monitors the station output to ensure that is relevant to, and made by, young people and people of BME backgrounds. We have young people coming together from across traditional ethnic divides, working together to create programmes that are of interest to them and their peers. We give a voice to young people and people from BME communities who are otherwise marginalised in society, and who are under-represented by the current media available in Coventry. This is particularly relevant to minority ethnic groups and young women. Unlike commercial broadcasters, Vanny Radio provides all young people and people from BME communities with full access to our production facilities, with extensive structured training and mentoring so everyone can get involved. We provide support and training for over fifty young people and people from BME communities each year.

Vanny Radio also complements our broadcasting activities with widespread engagement with our target community through social media channels. We use social media to develop a greater understanding of what our audience wants from their station. Coventry has been affected by issues relating to industrial decline and migration, and there is now a wide ethnic mix in the City. One of the key inhibitors to social cohesion, however, is that many people from different ethnic backgrounds don't mix, with communities living apart in different areas of the city. Today thinking has moved on, and the ambition for Coventry following the Capital of Cultures, is to achieve a greater sense of integration and inter-culturalism. Inter-culturalism is where different ethnic and cultural groups celebrate the diversity of each other's cultures, recognising that participating in others' cultural activities enhances and enriches your own. Vanny Radio plays a role in supporting this, and encourages greater social mixing. In order to break down barriers. By not sharing in each other's identities and cultures, fear and suspicion are bred. We regularly facilitate discussion, debate and the expression of opinion from all parts of Coventry, in a way which all can contribute towards a better understanding of the diverse elements of our city, and thereby strengthening of links within it.

Coventry suffers from a lack of civic pride, linked to a harking back to the days when the town was wealthy from industrialisation. The future wealth and civic pride for the town, however, must come from new technological industries (such as BAE based locally), and so we promote education and training in its widest form, and the potential of self-employment by raising awareness of enterprise and an entrepreneurial 'can do' attitude amongst young people and BME volunteering with the station and indeed with the wider listener-ship. We work with a number of community organisations and agencies to help build bridges between different communities (Coventry Ethnic Minorities Action Partnership, Coventry Refugee Centre, Voluntary Action and The Black Minority Ethnic Partnership). Vanny Radio provides community information bulletins and, when appropriate, outside broadcasts.

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

Vanny Radio facilitates discussion and the expression of opinion by hosting live discussion on matters of interest. We hold events with invited community guests, specialists and topic-experts and speakers, who take part in our programming, and answers questions from our volunteers and our audience. We provide information on-air related to events and consultations that are taking place in the community and with our partner organisations. We attend meetings and gatherings in local community centres, youth clubs, colleges, universities and places of worship, in order to build on the ongoing interests of our audience, and to advocate for their voice to be recognised and heard. We have found this approach to be useful in engaging with our target community by supporting a sense of belonging and creative participation.

- 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**.

Vanny Radio ensures that the young people and people from BME communities in Coventry are able to participate in the operation and management of the radio service in a variety of ways. The Station Management Committee has overall responsibility for running the station, with two-thirds of its membership made up of young volunteers and BME community volunteers. On a day-to-day basis the station is operated by interrelated teams, such as the On-Air Team, the Production Team (Jingles & Promos), the Fundraising Team, the Promotions Team, the Training & Mentoring Team, the Tech Team, the Social Media & Web Team). These teams have young Team Leaders and BME Team Leaders, who in turn are supported by the Station Coordinator. Vanny Radio ensures that young people and people from BME communities can fully participate by providing structured training and mentoring to a minimum of fifty young people, and fifty people from BME communities per year. We widely publicise the volunteering opportunities in the station, both on-air and through community networks and educational institutions. Young people and BME are expected and encouraged to produce programming themselves, both live and pre-recorded. We also have a thorough complaints and grievance policy based on the principles of inclusion, equality and mutual respect for all cultures and traditions.

- 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**.

Vanny Radio supports and assists our target community by attending and organising community events, including festivals, fairs, and get-togethers. Our aim is to demonstrate the richness of the inter-cultural heritage of the people of Coventry, and the contribution that is made by young people and people from different BME communities. These events allow us to formally and informally engage with the community in different environments to constantly improve our understanding of the community changes and allow us to adapt our broadcasting accordingly. Music and performance events are a regular feature of our programming and attract different listeners. We regularly disseminate information about community events, and thereby encourages multi-agency and voluntary partnership working. We hold regular discussion forum events with young people and with people from BME communities, to further support the expression of views and ideas, so we act as a communication point through which other community links are strengthened by involving members of the community in all aspects of radio broadcasting including input into programming, presenting news compilation, editing, presenting publicity newsletter, plus the presentation of cross generational programmes.

- 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.**

We provide structured training for a minimum of fifty young people and fifty people from BME communities per year. All young people and people from BME communities go through an initial induction and training process, which includes one-on-one mentoring to ensure that a common base level of proficiency is achieved across all volunteers, regardless of their prior training or experience. Beyond that, all volunteers are trained according to the roles they wish to fulfil within the station. These roles are pitched at a level appropriate to each person's own needs. Wherever possible the station embraces Open-Source software for the operation of the station (Zara Radio for Payout, Audacity for Editing), which means that volunteers can supplement their training by practising away from the station at their leisure on their own, at home or at school, or using the computers in the station to enhance their skills. While overall responsibility for training in the station lies with the Station Coordinator, this is supplemented with the work of the Training & Mentoring Team, who organise training sessions and allocate mentors to new volunteers. Beyond the training which goes on in the station, Vanny Radio has an outreach programmes that goes into schools and youth centres, where we run workshops and media activity sessions. We also run our yearly media camp in the summer, which broadens our catchment and also provide a revenue stream to the station.

## 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.**

Vanny Radio engages in an ongoing conversation with our community through social media, as well as via traditional methods of contact (telephone, post, email). Our Promotions Team and Team Leader has a responsibility to actively engage with our target community, and to research what they want from the station on an ongoing basis. Central to the running of the station is the Station Management Committee, which in addition to the company directors, represents the views of our volunteers and people from our target communities. We encourage listeners to get in touch with the station by broadcasting messages on-air, where we regularly solicit feedback. We will do this in a manner which encourages listeners to provide constructive criticism of the service. All feedback is discussed at the Station Management Committee and acted upon as necessary. We produce an annual report detailing the work, successes and failures of the station over the previous year. Our website includes a feedback section for comments to be made, either openly or anonymously. We also seek feedback from our volunteers internally on an ongoing basis, and we have a suggestions box in the studios.

## Accountability

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

Vanny Radio receives continued evaluation from the management team, as well as local community partner organisations. We believe that continued assessment can come in many forms, both written and by telephone, and we encourage views on a regular basis. Our volunteers and target community are encouraged to provide feedback, and this is then acted upon by the management to satisfy our social gain commitments. Vanny Radio encourages contribution through e-mails, SMS text message comments and other social media applications. Presenters are also asked to encourage listeners for comments and suggestions during their shows to be sent to us. These are then discussed and responded to by the station management team. We aim to provide a consistently high quality of live events which encourages a wide cross section of its listenership to attend and participate. These include regular gigs with a range of music genres, drama performances, as well as informative sessions attended by local partner organisations. Attendees are always encouraged to discuss their views at these events with regards to operation of the radio station. More formal quarterly meetings are held with volunteers and community groups to illicit feedback and discuss our objectives, thereby ensuring that we keep providing the appropriate content and access for the communities we serve.

- 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.**

Vanny Radio has developed a successful feedback, comments and complaints procedure. Any suggestions and criticisms are addressed by the station management team at our regular meetings, and are assessed for the need for them to be resolved with urgency by the Station Manager. We have an open-door policy so that any member of the public can visit our studio and make comments and suggestions. These are then passed onto the management team and acted on appropriately. Volunteers and community members are encouraged to come together at regular events that we hold, and we regularly inform listeners that we will be in attendance at events so that they are able to meet our volunteers, staff and presenters in person at events and open days.

## 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
<b>&lt;ENTER THE SERVICE NAME&gt;</b> (the on-air name of the programme service as in question 3.1 of this application)>	<b>&lt;Vanny Radio&gt;</b> <i>is a radio service intended to serve</i> NOTE: The next 3 headings below are the components of the 'character of service'. <b>&lt;Young People and People from BME communities&gt;</b> <i>in Coventry</i> <b>&lt;ENTER A DESCRIPTION OF THE LOCALITY&gt;</b> 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> ) <i>by</i>		<b>&lt;ENTER THE RADIO SERVICE MULTIPLEX SERVICE (as per the licence advert):</b> as in question 3.2 of this application, specify if small-scale or local multiplex the radio



	<p><i>Providing music and talk radio programmes produced by and aimed at young people and people from BME communities, with the aim of promoting inter-cultural understanding, social cohesion, cultural expression, education, training, discussion and self-representation in media focussed on local identity and community pride.</i></p> <p><b>&lt;ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES describe in no more than 50 words&gt;</b></p> <p><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></p> <p><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></p> <ul style="list-style-type: none"> <li><i>the facilitation of discussion and the expression of opinion,</i></li> <li><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></li> <li><i>the better understanding of the particular community and the strengthening of links within it.</i></li> </ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		<p>station plans to broadcast on&gt;</p>
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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).

The station management team has experience of developing compliant broadcast content, and have dealt with editorial complaints and questions in their role as senior volunteers. Vanny Radio hosts and facilitates regular training and engagement sessions for volunteers, both in-person and online. Our station manager has over ten years community radio experience, and has supported training for compliance as part of our regular training events, with many varied volunteers, using many different media formats, including broadcast, print and online. Vanny Radio's training is designed to be accessible and memorable, given the diverging needs of our volunteers, so volunteers are encouraged to follow-up with questions and regular planning sessions with more experienced programme volunteers.

- 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.

Our station management team have a wide range of community broadcasting experience, with familiarity presenting and developing community radio programming, running RSLs, and managing Vanny Radio as a full-time community radio station. Our station manager is a qualified journalist. We have been broadcasting fulltime since January 2020. Each member of the station management team has experience of developing compliant broadcast content, and have dealt with editorial complaints and questions in their role as senior volunteers. Each are familiar with the Ofcom Broadcast Code, The BCAP Code and the Phone-paid Services Authority Code of Practice, and have undertaken regular in-house training, online training, and have attended compliance-focussed events facilitated by Ofcom and the Community Media Association. The Station Manager delivers compliance training to all members and volunteers on a regular basis and is supported in this role by other senior volunteers who have worked in education, media, public administration, and other related industries. Our training sessions are updated regularly to include all new information regarding compliance.

- 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.

There are five groups who form our station management team, who are responsible for compliance. The team consists of: the station manager, who has overall compliance responsibility; the on-air team, who have day to day compliance and training responsibility, and ensure that all our programmes are compliant with the Ofcom Broadcast Code. Our production team ensures that presenters and volunteers have been trained and suitable informed about their responsibilities for compliance, and are kept up to date with relevant matters relating to compliance. Between each of these roles they maintain all records of programming planning and output, monitors content, and ensure that responses to programming enquiries are acted on. In addition the tech team looks after our IT systems and broadcast transmission systems to ensure they are well maintained and operate within the parameters of our FM licence. We also have a social media and web team who ensure that all additional and parallel communication platforms that we use compliant with the Broadcast Code and our editorial and safeguarding standards. The Ofcom Broadcasting Codes are always available and accessible for everyone taking part in our programmes. All presenters are volunteers and are given appropriate compliance training as part of their induction, which includes advising guests about appropriate conduct, and screening pre-recorded and syndicated content for compliance.

- 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.

The Station Manager and members of the senior volunteer teams provide training to all presenters and volunteers before they start presenting live programmes. This training includes going through the regulatory rules of the Ofcom Broadcasting Code, BCAP Code and Phones services codes and Radio Seerah guidelines. The training is mainly in-house, but sometimes an outside body is used. Meetings are held with all presenters on a regular basis to provide updates and to address any concerns regarding compliance and other matters that programme teams may have. Vanny Radio has developed a handbook for all presenters detailing the good and bad practices of presenting, and we make use of online resources and training guides provided by associated support organisations, such as the Community Media Association. Regular updates and opportunities to discuss compliance planning issues are made available to all volunteers, and the contract details for the senior station management team are widely circulated. After completion of induction and training all presenters and volunteers are required to confirm, by signing an agreement form, that they understand the regulations of broadcasting and advertising codes.

- 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.

Only experienced presenters are permitted to undertake live broadcasts by themselves, and with the authority of the station manager, who will take a decision having reviewed the presenters 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 station 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.

- 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-complaint 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 station manager, who will take a decision having reviewed the presenters 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 station 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 station manager, or by an experienced volunteer in our station management teams, following compliance checks. Only a small number of experienced presenters are permitted to use their own music collections and their shows are closely monitored by the station manager 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 are reviewed by the programme manager before we agree to broadcast them. All volunteers must sign our Volunteer Agreement before their role and involvement with Vanny Radio is confirmed, which includes both live and pre-recorded programming checks. By signing the agreement each volunteer consents to abide by the rules and values of Vanny Radio 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.

The Vanny Radio station manager is responsible for ensuring that compliance with our Ofcom Key Commitments is kept. Compliance with these commitments is reviewed at station management 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 public engagement with religious programming, education and wellbeing programming, and to our wider 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.

The Vanny Radio station management team 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?

Predominantly English, but some in French and some African languages reflecting BME communities in Coventry.

- 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.**

All presenters will be fluent in English, however, we are experienced at providing multilingual support to volunteers and programme makers, who may need additional clarification of terms and specific references to cross-cultural expressions.

## 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 influ-

ence 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:**

Cherry Spencer

**Date of application:**

7<sup>th</sup> July 2022

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