
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):

Peterborough Community Radio (Private company limited by guarantee without share capital)

Proposed service name:

PCR FM (Peterborough City 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)

Peterborough

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

Steve Potter- Hereward Digital Radio Ltd, 121 Blinco Grove, Cambridge, England, CB1 7TX, 01223 967105, steve@cambridgedigitalradio.co.uk

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 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):

Peterborough Community Radio Ltd

2.2 Company registration number stated on Companies House:

09351026

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:

27 Gretton Close, Peterborough, England, PE2 7WD

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

Yes/No (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	Wayne Fitzgerald
Job title	Director
Address	27 Gretton Close, Peterborough, England, PE2 7WD
Telephone	
Mobile phone	07860955669
Email	waynefitzgerald@pcrfm.co.uk

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

www.pcrfm.co.uk

- 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.

Confirmed (secured) Cash Funding:

Details of Funding Provider:	Terms and conditions placed on funding (if any).	Amount of Funding (£s).	% of Total Funding

Unconfirmed (not yet secured) Cash Funding:			
Local Grants (Historical)		10,000	12%
Commercial and Other 'in-house' Sources			
On-air spot advertising		8,000	10%
Programme sponsorship		60,000	72%
Commercial revenues from off-air activities		5,000	6%
'In-house' non-commercial revenues			
Income and Revenue Funding:		83,000	(Total 100%)

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
Wayne Fitzgerald	27 Gretton Close, Peterborough, United Kingdom, PE2 7WD	UK	PRESTIGE TRANSPORT LOGISTICS LIMITED (08004089) Wedding car hire THE CRESSET LTD (01639017) Leisure centre and theatre complex .	Elected member of the city council

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

Stephen John Durham	24 Morgan Close, Yaxley, Peterborough, Cambs, PE7 3GE	UK	None	Operations Manager for a large metals company.
David William James King	11 Edmund Drive, Peterborough, United Kingdom, PE7 8WG	UK	None	Company Director

- 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	N/A	N/A	N/A
Comments				
Private company limited by guarantee without share capital				

- 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	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	N/A	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	N/A	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	N/A	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	N/A	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	N/A	N/A	N/A	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	Yes	Wayne Fitzgerald Local Councillor.

A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Wayne Fitzgerald Member of the conservative party
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

Yes / ~~No~~ (delete as appropriate).

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

Licence number	Name of multiplex
CR100790BA/2	PCRFM (FM only)

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.

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

~~XXX~~ / **No** (delete as appropriate).

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

Licence number	Name of service or multiplex
CR100790BA/1	Peterborough FM

- 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 / ~~XX~~ (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
24/07/1999 - 2010	Peterborough. AL245	Lite FM

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

Yes / ~~XX~~ (delete as appropriate).

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

Licence number	Name of service or multiplex
CR100790BA/2	PCRFM (FM only)

- 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”)?

~~XXX~~ / **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 Commis-

censee or revoked by Ofcom (or one of its predecessor regulators)?

~~XXX~~/ **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?

~~XXX~~ / **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?

~~XXX~~ / **No** (delete as appropriate).

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

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

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

~~XXX~~ / **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".

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?

PCR (Peterborough City 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.

Peterbororugh

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.

Peterborough Community Radio Ltd
23/24 Herlington Centre,
Orton Malbourne,
Peterborough,
PE2 5PN

- 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.

PCRFM CR100790BA/2

- 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.**

The target community is based on geographical location and will be those who live, work or study in the locality of the city of Peterborough. The geographical area targeted has a resident population of 186,500 as suggested by the last 2011 Census with 137,910 living in the urban areas of Peterborough

(<http://opportunitypeterborough.co.uk/download/economic-snapshot-of-peterborough-october-2013/>)

Peterborough has been identified as one of the 71st most deprived local authority areas in the country (IMD, 2010), with high levels of deprivation concentrated in certain geographical areas (Central ward) and amongst certain sections of the population. 38% of the city's population, compared to 15% nationally, live in areas that fall within the 20% most deprived nationally.

- Central Ward is in worst 10% for combined IMD score
- East Ward is in worst 10% for combined IMD score
- Paston Ward is in worst 10% for combined IMD score
- Dogsthorpe Ward is in worst 20% for combined IMD score
- Bretton North Ward is in worst 20% for combined IMD score

13% of the population are from Black Asian, and Minority Ethnic or Refugees groups (BAMER), 31% of the 16+ population have no qualifications and 13.9% are over the age of 65.

The broadcast output Peterborough Community Radio is a diverse range of speech and music programmes, information on health, wellbeing and lifestyle issues. We invite input from local clubs, community, charities and local theatrical organisations. The station broadcast output is created by local people with local voices. It's directed to those communities living, working, studying and visiting the city of Peterborough and surrounding rural area, with core audience being English speaking listeners aged 30 and over.

We are completely inclusive and have programming and features for people who are facing deprivation in one form or another, e.g., through claiming out of work benefits, sickness or disability benefits, state pension, from a BME, migrant or refugee community or living in a deprived area. We encourage anyone and everyone to interact and get involved with the radio station.

It can be strongly argued that our station appeals to a broader age bracket and ethnicity as well as a wide-ranging socio-economic audience that will benefit many diverse communities in the Peterborough area. This helps understanding and harmonisation between communities and gives a platform for cross talking.

- 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.**

Peterborough Community Radio Ltd is a not-for-profit company limited by guarantee. This legal structure ensures that no dividends will be paid to any shareholders. Any funds we generate, as in previous years, are reinvested back into the radio station to ensure that accommodation and studio equipment remains fully operational and well maintained.

The station is mainly staffed by volunteers with some paid staff for daytime presenting. Our constitution dictates that the directors are responsible for maintaining sensible salary levels to employed staff.

The company financial accounts are transparent, regularly updated and available at meetings for all staff, volunteers and members of the public on request to familiarise themselves with. The accounts are also submitted to Ofcom annually.

In the event of the company being wound up, our constitution requires any remaining assets once all outstanding creditors are paid will be transferred to a charity within Peterborough which benefits the local 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.**

The station has achieved significant social gain by involving and informing our target audience about many different organisations, cultural events and keeping them up to date with hourly local news bulletins.

Our breakfast show provides a platform for charities, local clubs, organisations, and businesses to interact with our audience and convey their messages through interviews and phone-ins.

Our Sports show is where local sports clubs come to the studio to be interviewed to encourage members of the public to take up and get involved with sport. We also now carry the commentary for our local national team Peterborough United (The Posh) for all of their home and away matches.

We are a platform for local music and artists to perform live for our audience with two dedicated two-hour shows every week. These shows are broadcast live on FM and Facebook Live, providing new artists with an opportunity to reach new audiences and promote their new material, which no other station in the area does.

<https://www.facebook.com/peterboroughsmostwanted>

<https://www.facebook.com/DocMasonRadioShow>

We have specialist genre shows on the station that are not broadcast by other commercial stations. Our shows cover Soul, Dance, Indie, Reggae, Bollywood, Rock, Country and Western, 80s, 90s, and 60s.

The station supports a second online service (www.pcrextra.co.uk) which allows us to expand the range of services we offer and also acts as a training platform for new presenters before making the leap to live FM broadcasting. Our online service has show's dedicated to serve specific local communities who are not served by other services locally. The community's server includes local, Czechoslovakian, Indian, Ukrainian and Jamaican communities. In the past we have also had shows dedicated to Spanish and Nepalese audiences.

The station has been involved with prompting and carrying outside broadcasts from local events such as local Festivals, Carnivals, fates, Christmas light switch on, comic cons, marathon's and firework displays. For some charitable events we have provided large sound and lighting along with a presenting and technical team free of charge.

We offer training programs for individuals that are interested in getting involved with radio, media, administration, journalism, technical, or media.

Peterborough Youth Radio was a project that we ran for about 4 years which was partly funded by children in need. This project gave young people the chance to learn experience and fall in love with the radio and media industry. We are very proud that we have about 10 ex PYR volunteers now either at university studying media or already qualified and working in the media industry.

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

Our presenters often invite the audience to telephone the station on chosen subjects during shows and allow on air debates about local matters. They also encourage them to email, text, app message or use social media to contact the station so that their input can also be added to the debate.

We have daily special guests from various organisations interviewed on the station.

Presenters use our local news as an indicator of hot subjects and also use social media (both their own and the stations) to find out what matters to local people.

The sports show also encourages the audience to comment and ask questions of the guests during the show.

Both of our live music shows are live streamed to facebook and Instagram and normally receive significant interaction.

- 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**.

To ensure members of our target community have access to our facilities we have established an open door policy, anyone is welcome.

We encourage individuals interested in getting involved with the station applying via an online application or just coming down to our open days. For anyone where an online application is not suitable, we also welcome volunteer enquiries by phone and we offer support in filling out the necessary paperwork and understanding our minimum legal requirements. We don't require any prior experience and everyone from the local community who wants to get involved can do.

The Studios are purposely located in one of the more disadvantaged parts of Peterborough within a shopping centre with a large car park. There is a bus stop within 100 metres with links to the whole city. The city also has an extensive network of cycleways which pass by our location making it very easy to get to us.

Peterborough Community Radio offers media training opportunities to enable local people to take ownership of programming and presenting their shows. The volunteer roles we offer range from operational roles, including radio presenters and producers, Video production, photography but also admin support, studio managers, publicity, sales and marketing roles, community outreach work, outside broadcasting, technical support, IT support, social media and website support, and so on.

We offer informal training in all of the above and broadcasting compliance by our very experienced team which includes professional broadcasters and technicians. We have also been arranging more formal media training by teaming up with Peterborough Regional College.

The station supports a second online service (www.pcrextra.co.uk) which gives us a training platform for new presenters to learn the art of broadcasting to smaller audiences, this allows the trainee to build confidence without the stress of live FM broadcasting. The station broadcasts from its own well-equipped studios.

We have also run a youth radio program (Peterborough Youth Radio) which was supported by Children in Need. Our intention is to rerun this program as soon as we have sufficient funding in place.

Individuals with special needs are also catered for with specially trained carers looking after individuals while they are broadcasting.

The station also has the facility for home broadcasting, this has proven very useful to individuals that have mobility issues or are disabled.

- 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.**

It can be strongly argued that our station appeals to a broader age bracket and ethnicity as well as a wide-ranging socio-economic audience that will benefit many diverse communities in the Peterborough area. This helps understanding and harmonisation between communities and gives a platform for cross talking.

Social media is used as a good communication tool with our audience, not just the stations social media but also individuals, this is often used to help create show content that is important and relative to the audience.

We hold open days and invite members of our audience to get involved with the listener steering group to help give the station some feedback and direction.

We attend a number of local festivals, fetes and carnivals broadcasting live from many of them. We have conducted surveys at the outside events talking and asking the audience questions about our service and how it can be improved.

The station has run open mic nights and put on bands at local clubs and theatres with a very diverse range of music which are also broadcast live, this allows our audience to hear new music and artists as well as supporting local music venues.

- 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.**

The directors and senior volunteers at the station have successfully supported the local community within their existing radio projects for over 12 years. Successfully running projects and outreach to educational establishments, youth radio projects, training for people with special needs.

Mr Fitzgerald has a significant amount of experience with social housing having been a director of Cross Key Homes Ltd (a social housing management company). He is also a director of 'The Cresset' which is a not for profit company that is part of the YMCA.

We have a number of ex-professional broadcasters with many years of experience that are willing to help and mentor new and experienced volunteers.

Volunteers gain skills in operational roles, including radio presenting and production, video production, photography admin support, studio managers, publicity, sales and marketing roles, community outreach work, outside broadcasting, technical support, IT support, social media and website support. They also gain general life and social skills.

We are in talks with the local college over running more formal courses, and this is likely to come to fruition should we be able to secure the further funding required.

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.**

We hold regular open days every six months where we invite members of the public to join us for a tour of the studios and a chat about radio. We invite them to give their opinion on our output and how it could be improved. Anyone wishing to take things further can enrol on further training with us and join our group of volunteers. The open days are advertised on our station and on social media

All of our volunteers are encouraged to attend our regular general meetings and are invited to have a say in the direction of the station.

The presenter often encourages our audience to email or post through our door suggestions on program content.

We conduct clipboard surveys whilst out at some outside events, this has proven invaluable in shaping our content and giving us an indication of our audience share.

We also have a listener Steering committee which is made up of members of the public who critique our output and make recommendations on our content. These reports are shown and discussed at our general meetings and influence our future plans.

Accountability

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

Our target communities have many ways in which to contact the station and express their opinion:

- By letter
- By email
- By Telephone
- Via Social Media (Facebook, Twitter, Instagram)
- What's App
- Using the PCRFM App on a smart media device.
- Directly from the website

All of the above can be done at any time and is monitored by the station management.

We also have open days where members of our community can come to the studios to see what we are doing, how we are doing and ask questions of the management and presenting team. The idea of the open days is to gain new volunteers helping the station grow and give it direction.

We have a listener steering community which members of the community are invited to join, they will listen to the output of the station and put together a recommendation report. This report is given to the management team for implementation.

PCRFM attends a large number of events and carries out OBs within the community, this allows members of the community to be in direct contact with members of our team and ask questions. We also conduct surveys at some of these events, the results of which influence the direction of the station and some of our management decisions.

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.**

Any suggestions or complaints received from our target community are registered and logged in a Station Suggestion/Complaint Register, they are then forwarded to the Listener Steering Committee and the Station Management. The register is also discussed at our presenter/volunteer meetings.

Our very experienced management team acts as a filter and will act upon reasonable criticisms and suggestions. Any suggestions or criticism that we decide not to act upon will trigger an explanation to the original source.

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
PCRFM	<i>PCR FM (Peterborough Community Radio Ltd)</i> Description of character of service Peterborough Community Radio provides a local station serving the geographical community of Peterborough, and the many communities of interest which it contains. The station broadcasts a diverse range of speech and music programmes created by local people and by local organisations, presented by local voices. The service broadcasts:	24 hours per day 7 days a week See occupying document for schedule	<ENTER THE RADIO SERVICE MULTIPLEX SERVICE (as per the licence advert): Peterborough

	• Music. The main type of music broadcast over the course of each week is: mainstream popular • music (singles and album tracks) from the 1960s onwards. The service also airs specialist • music. • Speech. The main types of speech output broadcast over the course of each week are: news • and sport, local and community news and information, interviews, and magazine programmes. • The service provides original output¹ for a minimum of 10 hours per day. • The service provides locally-produced output² for a minimum of 13 hours per day. • The studio is located within the licensed coverage area. • The service provides a range of community benefits (social gain objectives mandated by statute) • for the target community, both on-air and off-air, and in doing so, achieves the following objectives: • the facilitation of discussion and the expression of opinion, • the provision (whether by means of programmes included in the service or otherwise) of • education or training to individuals not employed by the person providing the service, and		
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	• the better understanding of the particular community and the strengthening of links within it. Members of the target community contribute to the operation and management of the service. The service has mechanisms in place to ensure it is accountable to its target community		
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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).

All volunteers and presenters receive training in broadcasting compliance when joining the station, this training is renewed yearly and training records are kept on file.

The broadcasting code and training documentation can be accessed at any time by our volunteers via our intranet system and can be viewed on any of our studio PCs as well as volunteers home computers.

The person responsible for delivering the training on broadcasting compliance is Kevin Laurence who has been a professional broadcaster for more than 40 years.

The person responsible for the broadcasting compliance of the station is Dave King (Station Compliance Officer)

Dave King has more than 45 years professional experience in the radio broadcasting industry and is fully trained in the Ofcom Broadcasting Code, the BCAP Code, and the phone paid service code of practice.

- 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.

Compliance within PCRFM Peterborough, led by Director Dave King, who has extensive experience in local radio since 1984 as a presenter, programme controller, and Managing Director, is crucial to avoid various regulatory pitfalls. Ensuring content adheres to broadcasting regulations is paramount to prevent issues such as offensive language or explicit material. Properly disclosing sponsored content and managing competitions fairly are essential to maintain trust and avoid regulatory scrutiny. Additionally, upholding copyright laws when playing music, respecting advertising standards, and safeguarding listener privacy are imperative. Political impartiality and emergency broadcasting requirements must be met, while regulatory directives and licensing conditions should be followed diligently to avoid fines or licence revocation.

- 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.

Station Director:

Has overall responsibility for the station, stations output, health and safety, premises, finances, legal obligations and broadcast compliance.

Station Manager:

Manages the day to day activities the station, monitors most of the broadcast output. Manages the presenters and is responsible for managing any disciplinary actions. Monitors the social Media streams.

Program Controller:

Manages the sound of the station, the programs and shows make sure the right type of show goes out at the right time.

Music Manager:

Manages the music on our playout system, makes sure it is clean and suitable for broadcast.

Station Compliance Officer

Reminds all staff of their responsibilities at a broadcaster, conducts out investigation into any complaints. Recommends any disciplinary actions that may be required. Leases with the music manager on the music output. Monitors our station output and social media streams.

Training manager

Responsible for carrying out the training and confirming that everyone is trained to the right standard in the broadcasting code. Conducting refresher training in the broadcast code. General Presenter and technical training.

- 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 staff and volunteers undergo in person classroom training followed by a multiple-choice exam, the exam paper forms part of the training document to prove that they have understood the training.

All new presenters are inducted using our online only station (PCR EXTRA) for a minimum of 4 weeks before being allowed on FM. All of the output from PCR Extra is recorded and used to monitor the performance of the presenter and critique their shows, we also use the recordings to confirm that they understood their training and that they comply with the broadcasting code.

All of the persons responsible for compliance will undergo further training on the broadcast code which is refreshed annually.

- 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.

The training is mandatory for all staff, some with special needs are supported throughout the training. This is useful even if a role doesn't involve broadcasting as they may still be listening to the station output and alert the management if they notice that something is wrong.

- 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.

The Station manager is present during the day to monitor the output

All music is checked for compliance by the music manager prior to it being imported to the playout system. All the output of the station from midnight till 7pm is pre-programmed from the station's music.

From 7 PM – Midnight our specialist shows are broadcast, all music has to be cleared by the music manager before being added to our system.

We have two live music shows where all the performers must read and sign a 'live Broadcast Etiquette for Guests Performers', failure to comply will result in the immediate removal from air.

All other guests read and sign the Studio Etiquette for Guests before being allowed on air.

Members of the listener steering committee have direct communication with the station management should they hear anything they are unhappy about.

Phone calls are on a 5 second delay system with a dump controlled by the presenter

The systems we have in place are very robust having been on air for over 12 years and six years on FM without any upheld complaint.

The station does not get involved with any form of politics either national or local.

- 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.

All syndicated material only comes from trusted sources that we have used for many years. We have written service level agreements that the audio will comply with the latest broadcasting code.

Newer syndicated programs come with track listings that are checked by the music manager. If the music manager is unsure of any track listed they will pre-listen to the audio.

Should we find any issues with the syndicated audio, the show will be immediately dropped from our station schedule.

- 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 station compliance manager will compile monthly stats on the station output and how it compares with the key commitments. This information is shared with the listener steering committee management, and the directors to ensure that we meet our key commitment targets. This will allow the station management to adjust the station output should it be necessary.

- 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 team meeting is where we discuss our key commitments and what activities we need to adjust to continue to meet them. This may include OBs, training, social media etc. This information is compiled by the station compliance manager with the help of the station director. Whilst we don't publish the stats on our website we do make them available at our open days and to anyone who requests them.

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

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.

All of our volunteers and staff are fluent in English, we only broadcast an English service on FM.

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.

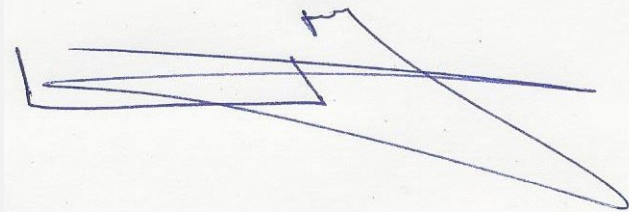
The declaration must also be dated.

- 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:

WAYNE FITZGERALD



Date of application:

17th of April 2024

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