
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):

Petersfield Community Radio Ltd

Proposed service name:

Petersfield's Shine 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)

Alton, Petersfield & Haslemere

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

Petersfield Community Radio Ltd. Antrobus House, College Street, Petersfield, Hampshire
GU31 4AD. Telephone 01730 555 500. Email team@shineradio.uk

Contents

Section

1. Overview	3
2. Applicant's details	6
3. The proposed service	16
4. Compliance of the service	23
5. Declaration	28

1. Overview

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

This application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; [Part B of the application form](#) is available on our website.

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

The purpose of this form

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

Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are 'fit and proper' to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

Publication of information about applications and licensed services

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

Data protection

- 1.13 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's [General Privacy Statement](#) for further information about how Ofcom handles your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

2. Applicant's details

About this section

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

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

In the second part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a C-DSP licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and properness to hold a C-DSP licence.

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

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

Applicant information and contact details

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

Petersfield Community Radio Ltd

2.2 Company registration number stated on Companies House:

11705881

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:

Antrobus House, College Street, Petersfield GU31 4AD

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

Yes (delete as appropriate)

If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.

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

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

Full name	Claire Vennis
Job title	Director
Address	Petersfield Community Radio Ltd Antrobus House, College Street Petersfield, Hampshire, GU31 4AD
Telephone	01730 555 500
Mobile phone	
Email	team@shineradio.uk

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

<https://shineradio.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.

Shine Radio is funded from donations, sponsorship and advertising revenues.

The project has also received small one-off grant funding from Petersfield Town Council, Petersfield Round Table, individual district councillors and Hampshire County Council.

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
Claire Vennis	Antrobus House, College Street, Petersfield GU31 4AD	UK	None	Content Creator, BBC Gardeners' World magazine, Immediate Media
Alan Cosh	Antrobus House, College Street, Petersfield GU31 4AD	UK	None	None
Stephen Martin	Antrobus House, College Street, Petersfield GU31 4AD	UK	Director of Shine Radio Ltd and Earshot Limited (investors in Provincial DAB Ltd)	Business Development, BBC Africa
David Bowers	Antrobus House, College Street, Petersfield GU31 4AD	UK	None	Press officer, Help for Heroes

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

- 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
None	Nil	Nil	Nil	Nil
Comments				
Petersfield Community Radio Ltd is a company limited by guarantee. It issues no 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	

- 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				
Petersfield Community Radio Ltd is a company limited by guarantee and issues no share capital.				

Involvement of the applicant in specified activities

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

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	

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

Details of applications, licences and sanctions

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

No (delete as appropriate).

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

Licence number	Name of multiplex
N/A	

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex
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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.

N/A	

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

No (delete as appropriate).

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

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
N/A		

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

No (delete as appropriate).

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

Licence number	Name of service or multiplex
N/A	

- 2.21 Is the applicant (i.e. the body corporate that will hold the licence) controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

No (delete as appropriate).

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

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

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 (delete as appropriate).

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 (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
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 (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
N/A				

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

No (delete as appropriate).

If yes, please provide the following details:

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

Petersfield's Shine 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.

Alton, Petersfield and Haslemere

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.

Our central hub is at Antrobus House in Petersfield town centre. GU31 4AD. Shine Radio also produces content in multiple studio facilities in Petersfield and its surrounding villages, many of which are within the homes of our volunteers. Additionally we operate mobile equipment with which we produce programmes in local venues open to the public.

- 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.

The service currently operates online and is not currently licensed by Ofcom. It holds music licences from PRS and PPL.

- 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.**

Shine Radio is a hyper-local service centred on a defined geographical community. The service serves the market town of Petersfield and its surrounding villages, an area we dub “the Petersphere”. ONS data from the 2021 Census suggests the area has a population of 39k (all ages).

We appreciate a DAB multiplex applicant may not achieve coverage of this exact area given the nature of radio propagation and the topography of the South Downs, however this remains our editorial focus.

Petersphere

Area map



Population

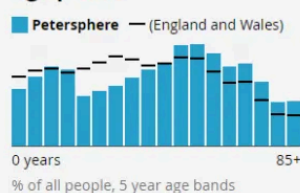
39,300

people

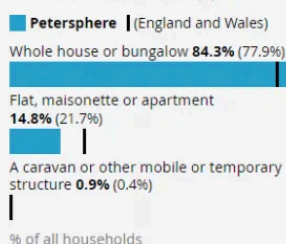
59,597,500 people in England and Wales

Rounded to the nearest 100 people

Age profile



Accommodation type



Economic activity status



Hours per week worked



Source: ONS, Census 2021

The local population is older than that of the nation as a whole, with lower unemployment levels. It has a relatively high percentage of people in professional and managerial positions, including those which traditionally were commuter jobs.

20% of the local population is in L1 - L3 socioeconomic groups. The national average is 13%.

Our core target is adults living locally who have children or grandchildren in local education. We partner with local schools to ensure we align with the interests of that audience. Three of the four senior schools in Petersfield are in the independent sector.

- 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.**

Petersfield Community Radio Ltd. is constituted as a not-for-profit entity. It is a requirement of its Articles of Association that any surplus is invested in provision of the service. The board takes responsibility for ensuring compliance with that requirement and its financial reporting is prepared accordingly by chartered accountants Sheen Stickland.

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.**

Petersfield's Shine Radio is centred on three points of focus, each of which we believe drives community benefit:

1. Share the voices and stories of Petersfield people
2. Amplify the creativity of the town
3. Connect the community through trusted information

Shine Radio has established itself as a trusted source of local information. It provides hyperlocal news, weather, travel and what's on information together with a range of speech-based programmes and local interviews.

Its magazine-style programmes such as *the P pod* and *Rise & Shine* afford a voice to local organisations and charities. It works closely with the vibrant creative and cultural community including the Petersfield Museum & Art Gallery, community theatre groups and village venues.

Musicians, artists and makers, poets, dancers, actors and composers are celebrated in its arts coverage while we champion original music from local artists in *The Local Showcase*.

The station works with local partners including the area's four secondary schools. It highlights the contributions of local students to the community and helps them gain listening and speaking skills and a practical experience of radio.

Our training path is mapped to the Duke of Edinburgh volunteering scheme:

DO YOUR DofE VOLUNTEERING WITH PETERSFIELD'S SHINE RADIO

do this **learn this**

DE GOLD	Interview people and make a monthly show	<ul style="list-style-type: none">▶ ask great questions▶ record on location▶ edit audio for clarity and time
DE SILVER	Research and present a weekly report	<ul style="list-style-type: none">▶ check and validate information▶ write for the ear▶ broadcast with authority and flair▶ edit and mix audio for transmission
DE BRONZE	Be a local weather forecaster	<ul style="list-style-type: none">▶ turn data into a friendly written narrative▶ gain confidence on the mic▶ work with audio files

you make it shine email team@shineradio.uk to get started **shine radio**

Petersfield's Shine Radio collaborates with a range of community organisations and we maintain effective relationships with public officials at all levels of local government.

When Petersfield Town Council decided to organise a proclamation for The King, the town Mayor asked Shine Radio to promote it. With just three day's notice we filled the Town Square.

We help Petersfield Foodbank serve local families by encouraging listeners to make donations of the items most wanted each week.

More than fifty local organisations hold accounts for the Shine Radio events database. There is no fee for non-profit organisations to promote their events via the station.

We collaborate with the not-for-profit *Petersfield Festivals* which organises seasonal events in the town. Shine Radio uses these events to broaden its range of voices on air and help engage more deeply with the local community.

Additionally, the station covers the activities of communities in the surrounding rural communities. Every edition of *the P pod* programme comes from a different local venue.

The station reflects the contributions made to local life by independent businesses and traders. We reported on a *Shop Independent* initiative in which local traders organised to shore-up business at a difficult time for the local economy.

As Petersfield welcomed refugees from Ukraine, Shine Radio helped to connect host families, shared the personal testimony of our new residents and donated a radio advertising campaign for a fundraising concert. It generated £11,000 towards supporting those in Ukraine.

The station's value to the community has seen it recognised on both a local and national level. Shine Radio won the arts & entertainment category in the 2020 Petersfield Awards. It was named digital station of the year in the [2022 Community Radio Awards](#) where two of its [podcasts](#) were also honoured. The station was recognised at the 2023 ARIAs. Three of its volunteers were nominated in the 2024 Petersfield Awards.

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

The station includes mechanisms through which the expression of personal views may be ventilated and contextualised.

The news coverage encourages members of the local community to comment on developments and proposals which affect our area while social media and email correspondence prompts on-air discussion. Vox pops are among the treatments used in bulletins and we organise set-piece events during which local people put questions to those in power or seeking it.

A *Local Election Questions* programme and our General Election hustings event attracted all the main candidates, taking questions from Shine Radio listeners in a Q & A format. Key lines from the event fed the narrative on local social media groups and reporting in the local press, as well as on-air.

The feature *Petersfield Parenting* shares the real-life drama of raising children from pregnancy to toddler training. Hyper-local issues such as redesign of the deadly Durford Road crossroads provide opportunities to test and share public opinion on topics that matter locally but which receive no coverage in the wider media.

The station invites local students to produce content for the series *Generation Green* which shares understanding and passion for issues centred on the environment and sustainability.

- 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.**

We are both an open project and a learning project. As such, we encourage use of free and open source technology and provide training, guidance and experience in its use. We will continue to do this.

For example, volunteers are trained on free audio tools such as *Voice Record Pro* and *Audacity*. Chris Mottes has donated *Hindenburg Journalist* licences to the project and we train volunteers on its use. Voice-tracked programmes are produced using software provided free of charge to volunteers.

While the majority of volunteers have existing mobile phone and/or computer equipment that allows them to contribute, we aim to be open to all members of the community. This is especially important for our work with local schools. Through grant support from a local authority and Petersfield Round Table we have organised microphones, headphones and laptops which we provide to volunteers who are not earning, including local students.

Training is delivered via a mix of online and face-to-face formats. Our sessions include monthly team meets, open to all and promoted in our events guide on air and online.

Set-piece training is held at Churcher's College, including annual compliance and legal seminars which have been attended with interest by students of law and politics. These sessions, previously with the late Paul Chantler, also include practical demonstrations of audio interview, recording and editing technique, led by professionals.

Our recording and PA equipment is available to groups who wish to use it to the benefit of the community. Local non-profit groups can use our website to share information about their events free of charge. Their information then feeds into on-air content and social media.

- 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.**

1. We will continue to gather data about our target community through a variety of channels, including publicly available and social media analytics. This data will help us to understand the demographics, interests, and needs of our community.
2. By continuing to create content that resonates and engages our target community. This content and the listeners' reactions to it will help us to continue to build relationships with members of the community and connections within it.
3. Promoting collaboration within the community, through projects and initiatives and sharing resources. This can help to create a more informed, engaged, and connected society, benefitting everybody.
4. We attend community events such as *The South Downs Show*, bring organisations together both on air and in person, and we have a wide range of connections locally.
5. Through interviews and discussion we provide a platform where local groups can introduce themselves to listeners and deepen understanding of their purpose and priorities. Recent interviews have included the *PeCAN* climate action charity, our local NCT and a group of local Buddhists.
5. We see it as a role for our community radio service to highlight and help navigate the complex tiered arrangement of local government to the benefit of listeners. We also attempt to hold those in power to account for explaining where responsibility lies for public services and policy.
6. Through active participation in local collaborative networks. We are members of the local *Agencies Working Together* network, co-ordinated by Petersfield Town Council, which shares needs and opportunities between local charities. We also participate in an online network of local traders.

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

As a learning project, Shine Radio attracts volunteers who share an interest in education and training as well as a desire to serve the local community. For example:

One presenter is the Academic Registrar at *Churcher's College*, a Petersfield school ranked within the top 100 of its kind in the country.

Our co-founder delivers training to media organisations in Sub-Saharan Africa including in some of the world's poorest and least developed places.

Another presenter teaches creative writing and is an invigilator of higher exams.

One Shine Radio news reporter has a teaching background and another comes from a senior role in the public health sector.

One of our directors and presenters works as an invigilator and librarian at *Bedales School*.

Another member of our team is a Trustee of the *Bohunt Educational Trust* and has worked with homelessness charities and in housing, welfare and communities.

A young Shine Radio volunteer is involved with *Hampshire Youth Parliament* and has served on the steering group of the *UK Youth Parliament*.

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.**

The project has a track record of drawing listeners into the operation of the service. Several presenters were listeners before learning to host programmes or support functional aspects of the operation.

Every member of the board has roots in the Petersfield community. Our collaborative, non-hierarchical approach means keen volunteers quickly can find ways to influence and manage areas of the project.

We attract volunteers at public events, some of whom have grown with the project to take responsibility for significant areas of output including news reporting and planning.

The team looks for creative ways to involve young people in the output. School children aged 7-11 from Sheet Primary School deliver all the time checks on the service and a young vocalist from Ditcham Park School sings on the Shine Radio jingles.

Shine Radio volunteers are drawn from a wide range of demographics. Our youngest volunteer is seven years old. She uses radio to help her build personal confidence and diction under the supervision of her mother. Other volunteers include local people who have reached retirement or semi-retirement and many who look forward to it.

Our training path is mapped to the Duke of Edinburgh volunteering scheme, providing an easy way for ambitious young people to join the service and help to manage it.

During Petersfield's open air festivals our familiar gazebo becomes a focus for members of the community to try their hand at broadcasting for the first time. Local people can record local news stories and weather bulletins to give them a taste of life behind the microphone.

We have run two free *Have A Go At Radio* events in a public venue and our monthly meetings are open to all.

Accountability

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

Shine Radio is strongly influenced by its listeners. It's a radio service made by the people of Petersfield. Many of our team were listeners before they became volunteers.

We're an open operation with phone, text, WhatsApp and email contacts publicly surfaced, a presence on the major social media platforms and an internal target to maximise local visibility.

We hold physical monthly 'team meets' which are open to members of the local community, promoted openly and held in a public place or online.

As far as possible, editorial decision-making is consensual within a non-hierarchical structure and ethos and we are mindful that some volunteers prefer to support the project privately from home.

It's a great strength of our team that our volunteers include disabled, blind and autistic people. Our *Dogs With Jobs* programme is edited by a producer without sight. We flex the way we work to make the most of everybody's skills and the ways in which they can contribute to best effect.

- 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.**

Suggestions from the community inform much of Shine Radio's output.

Our local personalities magazine show *the P pod* is produced on location in settings recommended by local people, *The Local Showcase* music programme is inspired by local singer-songwriters and their fans and our weekly *Showtime* programme came about because members of community theatre groups wanted a place where they could celebrate Petersfield's love of the West End, Broadway and the silver screen.

We endeavour to answer valid criticism quickly and effectively to the satisfaction of the complainant no matter from where the complaint originates.

An email 'triage' system quickly brings email comms and voicemails into the team's Slack groups where it can be managed in the team.

As a team of volunteers in regular contact with local people we receive most observations and complaints through face-to-face conversation. Listeners know we're the radio station you can 'tick-off' in the street and we believe that's healthy for a community radio service.

While complaints are few they do include matters listeners truly and properly care about such as the correct pronunciation of local place names.

We request that any editorial complaint that is likely to require investigation is made in writing. When complaints are made via social media it is our policy to move them quickly to appropriate private channels of communication.

Two volunteers who are qualified and experienced journalists act as editorial backstops for more serious complaints. Neither is involved in daily output production and therefore enjoy positions of relative separation and objectivity. Our team includes three qualified lawyers, one of whom acts as our compliance officer.

If Ofcom was to grant a licence then we would further mature our procedures to accommodate the formal complaints process operated by the regulator under its guidance.

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

1 **LICENSED SERVICE NO** tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
Petersfield's Shine Radio	<p>Petersfield's Shine Radio <i>is a radio service intended to serve a core audience of local people in Petersfield and its surrounding area ("the target community") by sharing the voices and stories of Petersfield people, amplifying the creativity in our area and providing a trusted source of local information.</i></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</i></p>	24 hours	Alton, Petersfield and Haslemere

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

Petersfield's Shine Radio has operated to the standards of the Ofcom Broadcasting Code since its inception in 2019.

It has hosted training events at which industry compliance trainer, the late Paul Chantler has given sessions on these dates:

11 May 2019

27 June 2020

4 December 2021

22 September 2022

23 September 2023

The Compliance Officer has attended multiple compliance training events. A further session is planned before the expected start date of the SSDAB multiplex.

The Compliance Officer has read and understood the provisions of the BCAP Advertising Code and the PSA Code of Practice.

The officer has access to a group of experienced and well-connected professionals within the team for guidance.

- 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.

The compliance officer is a qualified lawyer with three decades of experience within the legal profession, and an award-winning podcast producer.

The compliance officer has been in the role since September 2023 and has delivered training to other volunteers since joining the project in early 2020.

The officer is well-known to volunteers as the leader of our monthly meetings and is available to provide relevant guidance to the team at all times.

In addition to their compliance officer duties, the individual is involved in the practical creation of content so has a deep insight and understanding of the processes and relevant compliance procedures necessary to deliver for listeners.

- 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.

The compliance officer takes responsibility for ensuring appropriate processes are complied with, taking soundings from qualified individuals within the team and communicating with clarity their advice and recommendations.

Members of the board take responsibility for overall direction of the project and agree any disciplinary and corrective action required to ensure compliance with the Code and the law.

Volunteers who manage music take responsibility for checking lyrics for profanity or other potential for offence upon ingest, referring up to the compliance officer if necessary.

- 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.

Mandatory compliance training is baked into our training path which is available for every volunteer to follow. We emphasise that no volunteer may broadcast without an understanding of the legal and Broadcast Code requirements of them.

We schedule a number of set-piece events with external broadcast experts and manage a continuous process of supportive communication around the team on matters relating to compliance.

Longstanding volunteers have been exposed to media law and compliance training on a repeated basis, building within the team a core body of knowledge and 'muscle memory' around compliance.

This includes our monthly meetings which are open to all, tactical mini masterclasses delivered online and in person, a series of digestible "top tips" in Slack and invited guests to project events.

Journalist and author Peter Stewart is booked to lead our 2025 legal and compliance training session.

- 4.5 Will the training described in response to question 4.4 be mandatory for all staff and volunteers? If not, outline who will receive it.

It is a condition of broadcasting with us that our volunteers have received training in media law basics and the provisions of the Broadcast Code. Shine Radio has always operated to the standards of the Code and its training cycle is well established.

All on-air volunteers receive compliance training, either directly from invited trainers or from other established volunteers. Non-broadcasting volunteers also attend this training.

The work of new presenters and producers is checked by more established volunteers. All audio is pre-recorded, nothing is broadcast live.

Volunteers are kept alert to compliance matters through team conversations on Slack, email and compliance is discussed frequently in our team meetings. In addition, the compliance team listens to the output and is alert to the risk of potential compliance breaches and is able to take preventive measures with relevant individuals.

Ahead of elections we organise a session dedicated to the provisions of the Code as they apply to democratic events.

4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-compliant content is dealt with swiftly during the broadcast.

Nothing we broadcast is live.

- 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.

Everything we broadcast on Shine Radio is pre-recorded. Some of it is recorded immediately before transmission, other content is prepared days or weeks in advance. Some songs in the playlist were recorded decades ago.

We believe the pre-recorded nature of the output provides a degree of mitigation from editorial infraction. The team discusses and shares material it considers may be problematic within its private Slack group whenever 'alarm bells ring' and before any broadcast.

Our team culture fosters an air of support and openness. Volunteers are encouraged to speak-up when they sense a possible issue in relation to editorial standards and compliance. Through repeated training with the late Paul Chantler the team knows that if in doubt, leave out.

On controversial topics we brief guests to avoid making unsubstantiated allegations where we are not reasonably able to invite a right of reply. We train presenters to challenge any such assertions when they arise and we edit appropriately.

We hold open discussion within the team about editorial compliance including the requirement to maintain personal impartiality while working with the project.

Where fast-moving events may render pre-recorded material out of date or inappropriate we have procedures in place for any volunteer to alert the wider team and for us to make any responsive changes necessary. Live Slack channels are always-on for team comms.

Local news content is planned to a collaborative grid system and we retain the provision to respond reactively in the event of a fast-moving local story.

Shine Radio includes pre-recorded material produced by Radio News Hub. We understand it is the responsibility of the licensed party, not its suppliers to ensure compliance. A degree of trust is required in this relationship since it is not possible to screen every RNH bulletin before transmission, some of which are ingested moments before transmission.

However we take comfort that RNH is staffed by qualified radio journalists, many with significant industry experience. One of our directors is known to the Radio News Hub editorial lead having served on Radio Academy committees together.

We require that any advertising creative from a third party is supplied together with RACC clearance documentation. Creative written and produced in-house is restricted to generic brand/store promotion and is reviewed against the provisions of the Code by our compliance officer or another experienced media professional on the team.

Should Ofcom grant a C-DSP licence to the service we look forward to being able to use the services of the RACC directly ourselves.

We recognise that profanity in music tracks is a risk for licensees. Playlist tracks are sourced from *I Like Music* or *NewMusicServer* using radio edits where available. Songs are managed within a central scheduling and playout system and individual presenters cannot introduce their own choices to mainstream output.

The playlist changes infrequently. Any new track is listened to by our music manager and the lyrics cross-checked online before ingest and tagging.

For one specialist programmes and one feature, the relevant presenter compiles music for broadcast. *The Local Showcase* programme features original songs from local artists and the presenter listens to every song before broadcast. A novelty “international” music feature is introduced by another presenter, a linguist, who selects, compiles and ingests weekly.

- 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.

Our key commitments will be communicated to our team through our existing training and meetings processes. The importance of content and activities that further these commitments will be embedded within our training path and associated materials.

We will maintain an internal record of occasions where we have purposely set-out to facilitate discussion and the expression of opinion. This measure will encompass individual vox pop interviews and large set-piece debates alike.

Our content will continue to foster a better understanding of our community and build links within it. Our overall service has this aim and we will highlight specific instances.

We will establish a simple and low friction process for gathering this data to which all volunteers can contribute on an ongoing basis, overseen by our compliance officer.

An anonymised summary will be published annually on our website.

- 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.

We will record the number of people who attend our training and team development events, public events such as *Have A Go At Radio* and any local talks to which we contribute.

Team contributions to community initiatives such as the Petersfield Festivals, the South Downs Show and charitable events will be recorded.

We will report to the DofE after each student has completed their scheme volunteering with us.

We will make relevant information available to volunteers and publish an anonymised summary annually at <https://shineradio.uk>

Our compliance and monitoring officer will take responsibility for ensuring these datasets are contributed to by our volunteers and will audit them before summary publication.

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.

Our compliance team, comprising Compliance Officer and Board Members, speaks English.

5. Declaration

About this section

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

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

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

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under Section 145 of the Broadcasting Act 1996;
 - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests; and
 - c) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and any other individuals and/or

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:

CLAIRE VENNIS

Date of application:

30 December 2024

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

Company director

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