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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

Media Arts and Culture Ltd

Multiplex licence area being applied for (note this must be a small-scale multiplex area currently being advertised by Ofcom):

Sheffield & Rotherham

Public contact details:

Humair Shahid,  
36 Hilton Road, Bradford,  
West Yorkshire, BD7 2ED,  
Mobile:- 07936677403,  
Email:-[hum417@hotmail.com](mailto:hum417@hotmail.com)

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# Contents

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## Section

|                                                                               |    |
|-------------------------------------------------------------------------------|----|
| 1. Overview                                                                   | 1  |
| 2. Extent of proposed coverage area                                           | 3  |
| 3. Ability to establish the proposed service                                  | 5  |
| 4. Involvement of C-DSP providers; demand or support from programme providers | 16 |
| 5. Fair and effective competition                                             | 18 |
| 6. Declaration                                                                | 19 |

# 1. Overview

You should complete this form if you are applying for a small-scale radio multiplex licence. You can find further information about small-scale radio multiplex services in the [Guidance notes for applicants and licensees](#).

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

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a ‘small-scale radio multiplex licence’). A small-scale radio multiplex service is the means by which DAB digital radio stations (‘digital sound programme services’) are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.
- 1.3 You can find more information about small-scale radio multiplex licences in Ofcom’s published [guidance notes](#) for licence applicants and licensees. This document also includes detailed instructions on how to complete the application form, and information on the next steps in the application process. Please read this guidance and the ‘frequently asked questions’ carefully before completing both parts of the application form.

## Provision of information

- 1.4 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are ‘fit and proper’ to hold a licence and are not disqualified from participation in a licence.
- 1.5 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 applications

- 1.6 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Part B of the

application form will remain confidential. Non-confidential responses to any clarification or amplifications will also be published on the Ofcom website, alongside the Part A application form. Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.

- 1.7 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee (as required on the cover of this 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 we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email ([broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.8 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

## Data protection

- 1.9 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

- 1.10 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.11 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.
- 1.12 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

## 2. Extent of proposed coverage area

### About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

- 2.1 Provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

We will cover the majority of population centres in the Sheffield Small Scale DAB licence area using two transmitters.

Overspill beyond the licence area boundary is negligible.

- 2.2 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dBµV/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

2.3 Please provide the following details of the prediction software used for your coverage assessments:

|                                                                                                                             |                                                                                                                                                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Provide the name and version of the prediction tool used.                                                                   | Sleipnir Prediction Tool – Nov 2020.                                                                                                                                                                                                                                                                |
| Detail the terrain model used by the software and its resolution.                                                           | 2m LIDAR data subsampled to 100m pixels                                                                                                                                                                                                                                                             |
| Detail the ground cover (clutter) data used by the software and its resolution.                                             | Nasa 2012 landclutter data - 17 types, 500m                                                                                                                                                                                                                                                         |
| What propagation algorithm has been used?                                                                                   | Longley Rice                                                                                                                                                                                                                                                                                        |
| Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain                 | Two sites are proposed. We have not calculated network gain – we have overlaid the coverage of the two sites onto a single coverage plot<br><br>As our second site is very low power 40 Watts ERP – we do not expect Network gain to cause excessive coverage outside of the licence area boundary. |
| If these predictions have not used Ofcom-provided population data, state what population data has been used and its source. | Population data from OFCOM                                                                                                                                                                                                                                                                          |
| Have your predictions been generated by a commercial organisation? If so, by whom?                                          | Signal Broadcast Consulting Ltd.<br><br><a href="http://www.signalbroadcast.co.uk">www.signalbroadcast.co.uk</a>                                                                                                                                                                                    |

## 3. Ability to establish the proposed service

### About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information will be submitted in Part B.

In the first 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 small-scale radio multiplex 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 small-scale radio multiplex licence.

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).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

## Applicant's details

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

Media Arts & Culture Ltd

- 3.2 Company registration number stated on Companies House (if applicable):

10984725

- 3.3 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:

36 Hilton Road, Bradford, West Yorkshire, BD7 2ED

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

**Yes** (delete as appropriate) (Also attached as appendix)

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 7 of Part B.**

- 3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

|              |                                                          |
|--------------|----------------------------------------------------------|
| Full name    | <b>Humair Shahid</b>                                     |
| Job title    | <b>Director</b>                                          |
| Address      | <b>36 Hilton Road, Bradford, West Yorkshire, BD7 2ED</b> |
| Telephone    | <b>01274 570900</b>                                      |
| Mobile phone | <b>07936677403</b>                                       |
| Email        | <b>hum417@hotmail.com</b>                                |



## Ownership and control of company which will hold the licence

### Details of officers, participants and shareholders of the applicant

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

| Full name individual | Correspondence address <sup>1</sup> | Country residence | Other officerships                | Other employment |
|----------------------|-------------------------------------|-------------------|-----------------------------------|------------------|
| Halima Sadia         | 36 Hilton Road, Bradford, BD7 2ED   | UK                | None                              | None             |
| Umair Malik          | 3 Nurser Place BD5 OPL              | UK                | None                              | HMRC             |
| Halima Sadia         | 36 Hilton Road, Bradford, BD7 2ED   | UK                | None                              | None             |
| Humair Shahid        | 36 Hilton Road, Bradford, BD7 2ED   | UK                | MSI Trading (plastic commodities) | None             |

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

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

| Full name of the entity | Address |
|-------------------------|---------|
| NONE                    |         |

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

| Full name of entity | Address | Affiliates |
|---------------------|---------|------------|
| NONE                |         |            |

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

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

| Full name of individual or body | Address                                  | Affiliates |
|---------------------------------|------------------------------------------|------------|
| <b>Humair Shahid</b>            | <b>36 Hilton Road, Bradford, BD7 2ED</b> | N/A        |
| <b>Umair Malik</b>              | <b>3 Nurser Place BD5 0PL</b>            | N/A        |
| <b>Halima Sadia</b>             | <b>36 Hilton Road, Bradford, BD7 2ED</b> | N/A        |

- 3.10 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 3.9, and any affiliates of those bodies:

| Full name of individual | Name of body in which officer ship held | Affiliates of that body |
|-------------------------|-----------------------------------------|-------------------------|
| <b>NONE</b>             |                                         |                         |
|                         |                                         |                         |

- 3.11 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 3.9, and their affiliates:

| Full name of body corporate listed in 3.9 | Body corporate controlled | Affiliates of body corporate controlled |
|-------------------------------------------|---------------------------|-----------------------------------------|
| <b>NONE</b>                               |                           |                                         |

- 3.12 In relation to each body corporate identified in response to question 3.9, 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 body corporate concerned ("participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

|                                                               |                  |                       |                      |                    |
|---------------------------------------------------------------|------------------|-----------------------|----------------------|--------------------|
| Name of body corporate identified in response to question 3.9 |                  |                       |                      |                    |
| Full name of >5% participant                                  | Number of shares | Total investment (£s) | Total investment (%) | % of voting rights |
| <b>Humair Shahid</b>                                          | 0                | 0                     | 0                    | 33.3%              |
| <b>Umair Malik</b>                                            | 0                | 0                     | 0                    | 33.3%              |
| <b>Halima Sadia</b>                                           | 0                | 0                     | 0                    | 33.3%              |
| Comments                                                      |                  |                       |                      |                    |
|                                                               |                  |                       |                      |                    |

## Involvement of the applicant in specified activities

- 3.13 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 details |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------|
| A local authority                                                                                                                                                          | <b>NO</b> |                      |
| A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body                                                                     | <b>NO</b> |                      |
| A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>                                                                                              | <b>NO</b> |                      |
| An individual who is an officer of a body falling within (b) or (c);                                                                                                       | <b>NO</b> |                      |
| 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); | <b>NO</b> |                      |
| An advertising agency or an associate of an advertising agency                                                                                                             | <b>NO</b> |                      |

## Details of applications, licences and sanctions

- 3.14 Is the applicant a current licensee of Ofcom?

**YES**(delete as appropriate).

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

|                  |                   |
|------------------|-------------------|
| Licence number   | Name of multiplex |
| <b>7/0088045</b> | <b>Radio Mac</b>  |

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

3.15 Has the applicant held an Ofcom broadcasting licence before?

**No** (delete as appropriate).

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                | <b>NONE</b>                  |

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

**Yes** (delete as appropriate).

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

| Dates licence was held or dates of involvement | Licence number (if known) | Name of service or multiplex                                                                                                      |
|------------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>2005-17</b>                                 |                           | <b>Bradford RSLs - Radio Ramadhan, Hajj FM, Radio Milaad, Muharram FM, Radio Miraj, Radio Shabaan, Shaan-e-Islam, Radio Iqra)</b> |
| <b>2011-17</b>                                 |                           | <b>Keighley RSL – Radio Ramadhan</b>                                                                                              |
| <b>2014</b>                                    |                           | <b>Oldham RSL – Radio Ramadhan</b>                                                                                                |

3.17 Does the applicant control an existing Ofcom licensee?

**No** (delete as appropriate).

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                | <b>None</b>                  |

3.18 Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

**NO** (delete as appropriate).

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                | <b>None</b>                  |

- 3.19 Has the applicant made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

**NO** (delete as appropriate).

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

| Licence number | Name of service or multiplex |
|----------------|------------------------------|
|                | None                         |

- 3.20 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

**NO** (delete as appropriate).

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

| Licence number<br>(or equivalent) | Name of service or<br>multiplex | Details of the investigation |
|-----------------------------------|---------------------------------|------------------------------|
|                                   | None                            |                              |

- 3.21 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<br>(or equivalent) | Name of service<br>or multiplex | Nature of the<br>breach | Sanction<br>imposed | Date sanction<br>imposed |
|-----------------------------------|---------------------------------|-------------------------|---------------------|--------------------------|
|                                   | <b>None</b>                     |                         |                     |                          |
|                                   |                                 |                         |                     |                          |
|                                   |                                 |                         |                     |                          |

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

If you have no information to provide, please respond “N/A”.

N/A

- 3.23 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<br>(dd/mm/yy) | Penalty |
|-----------|-----------------------------------------|---------|
|           | N/A                                     |         |
|           |                                         |         |
|           |                                         |         |

## Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:



At start up we will to have 7 radio stations present on the multiplex. These are the stations that have already signed agreements with Media Arts & Culture Ltd.

We estimate the total cost of operating the multiplex for 7 years to be approximately £100,000. (See financial tables on following pages)

Based on these figures – we can cover our costs if each DSP and C-DSP contributes approx £2,000 per annum to the costs of running the multiplex.

We will add more services if they wish to broadcast on our multiplex and this would enable us to adjust the per service cost accordingly.

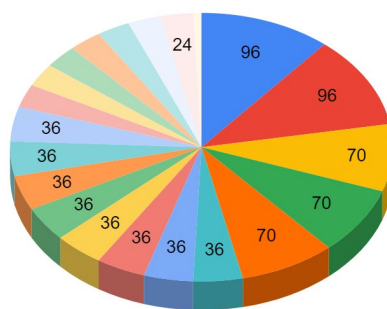
The table below shows our intended multiplexer configuration.

We have reserved space for 7 Sheffield C-DSPs as required.

Our intention is to have seven services broadcasting in DAB at launch, and the remaining services broadcasting in DAB+. This approach means that we can guarantee that all listeners in the licence area will be able to receive local services on our multiplex - even if they have older radios that cannot receive DAB+

In addition we are reserving 8 kbit/sec of data for an DAB SPI channel – which will carry station logos and limited service information. This will enhance the display of our radio services on receivers capable of displaying pictures – such as car radios.

| Station Name             | Bradford C-DSP?   |                  | Bit Rate  | Capacity Units |
|--------------------------|-------------------|------------------|-----------|----------------|
| Radio MAC Digital        |                   | DAB Joint Stereo | 128 Kb/s  | 96             |
| MAC Sheffield            | Sheffield C-DSP-1 | DAB Joint Stereo | 128 Kb/s  | 96             |
| Radio Ramadan Sheffield  | Sheffield C-DSP-2 | DAB Mono         | 96 Kb/s   | 70             |
| Crescent Community Radio |                   | DAB Mono         | 96 Kb/s   | 70             |
| Radio Sangam             |                   | DAB Mono         | 96 Kb/s   | 70             |
| Radio Ramadan Keighley   |                   | DAB+ Stereo      | 48 Kbit/s | 36             |
| Link FM Sheffield        | Sheffield C-DSP-3 | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 8                | Sheffield C-DSP-4 | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 9                | Sheffield C-DSP-5 | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 10               | Sheffield C-DSP-6 | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 11               | Sheffield C-DSP-7 | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 12               |                   | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 13               |                   | DAB+ Stereo      | 48 Kbit/s | 36             |
| Station 14               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 15               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 16               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 17               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 18               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 19               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| Station 20               |                   | DAB+ Stereo      | 32 Kbit/s | 24             |
| SPI Data                 |                   | Data             | 8 Kbit/s  | 6              |
| Spare Capacity           |                   |                  |           | 0              |



**Financial Plan**

| Transmitter Capital Costs (Main site) |              | Transmitter Capital Costs (Filler Site) |             |
|---------------------------------------|--------------|-----------------------------------------|-------------|
| Internet Router                       | 750          | Internet Router                         | 750         |
| 200 Watt Transmitter                  | 4000         | 50 Watt Transmitter                     | 3000        |
| Cold Spare Transmitter                | 4000         | Cold Spare Transmitter                  | 3000        |
| Filter                                | 1500         | Filter                                  | 1000        |
| Feeder + Connectors                   | 1000         | Feeder + Connectors                     | 200         |
| Co-linear Antenna                     | 150          | Co-linear Antenna                       | 150         |
| Cabinet                               | 200          | Cabinet                                 | 50          |
| Integration                           | 2000         | Integration                             | 1000        |
| Power & Internet                      | 1000         | Power & Internet                        | 500         |
| <b>Total</b>                          | <b>14600</b> | <b>Total</b>                            | <b>9650</b> |

| Monthly Costs   | (TX Site)  | Monthly Costs        | (Mux Management) |
|-----------------|------------|----------------------|------------------|
| Site 1 Power    | 75         | mux rental           | 400              |
| Site 1 Internet | 50         | Tech Managment       | 75               |
| Site 1 lease    | 300        | Tech Support         | 100              |
| Site 2 Power    | 25         | Financial Management | 200              |
| Site 2 Internet | 50         | <b>Total</b>         | <b>775</b>       |
| Site 2 Lease    | <b>100</b> |                      |                  |
| Insurance       | 150        |                      |                  |
| <b>total</b>    | <b>750</b> |                      |                  |

| 7 year cashflow         |             |
|-------------------------|-------------|
| years                   | 7           |
| total costs             | £97,750.00  |
| No of services-start up | 7           |
| Annual fee per service  | £2,100.00   |
| total revenue (7 years) | £102,900.00 |
| profit (7 years)        | £5,150.00   |

- 3.25 Detail the sources of finance that will be used to fund the multiplex service, under the following headings:

**Share capital**

N/A

**Loan stock**

N/A

**Leasing/HP facilities (capital value)**

N/A

**Bank overdraft**

N/A

**Grants and donations**

MAC MULTIPLEX have secured grants and donations to the value of £43,000.00

These donations will cover the start up capital costs of the MAC Multiplex Sheffield

We will offer advertisements and show sponsorships on Radio MAC FM and MAC Sheffield to the businesses that supported the launch of the MAC Multiplex Sheffield

Details of these donations are attached to this application in Appendixes.

**Other (please specify)**

- 3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

Money is by donation – there are no shareholders for this application.

- 3.27 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All of the funding has been confirmed. Grants and Donations are subject to if MAC Multiplex Sheffield license is granted to Media Arts and Culture Ltd.

All sources of funding have been confirmed. Evidence to confirm funding is included as letters of financial support that are attached in Appendixes. Grants and donations are subject to the successful award of the Sheffield & Rotherham Small Scale DAB multiplex licence.

## Relevant expertise and experience

- 3.28 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

### Contractual and Administrative Issues

See Part B

### Multiplex Technical Management

Multiplexer configuration and operation will be carried out by Richard Morris of Signal Broadcast Consulting. ([www.signalbroadcast.co.uk](http://www.signalbroadcast.co.uk)) Richard has been working on DAB projects since 1995. He has delivered DAB encoding, multiplexing and transmission systems in the UK and in Australia. He was Head of Engineering for Commercial Radio Australia from 2003 to 2011, and in that period managed the Sydney DAB radio trial transmissions, and was a member of the team that managed the introduction of DAB+ radio services across Australia. He has been a member of the WorldDAB technical committee, and was a member of the working group which developed the DAB+ specification. He was also a member of the UK Digital Radio Action Plan technical committee which developed the UK Digital Radio tick mark specification.

- 3.29 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

| Function                                                                                                                          | Responsible party                                                                                                                                     | Previous experience   |
|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Installation of transmission equipment                                                                                            | <b>Richard Morris – Signal Broadcast Consulting Ltd.</b>                                                                                              | <b>See 3.28 above</b> |
| Ongoing maintenance of the transmission equipment                                                                                 | <b>Richard Morris – Signal Broadcast Consulting Ltd.</b>                                                                                              | <b>See 3.28 above</b> |
| Installation of the Multiplexing equipment                                                                                        | <b>The multiplexer function will be set up as a cloud service. This multiplexer project will be managed by Signal Broadcast Consulting Ltd.</b>       | <b>See 3.28 above</b> |
| Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above) | <b>Technical maintenance and management will be the responsibility of Signal Broadcast consulting ltd, using local contractors where appropriate.</b> | <b>See 3.28 above</b> |

## Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service:

Immediately post licence award the main task is to progress the transmitter site approval process. This process will take up to nine months.

In parallel to this process contract negotiations will be completed with the rooftop site owner, and with the service providers who wish to be present at launch.

Once the site has been approved, we can proceed with procuring transmitter site equipment and internet connection circuits.- This process will be completed 12 months from receipt of licence.

Equipment configuration, installation and commissioning tests will be completed within 14 months of licence award.

Both transmitter sites will be installed at the same time – the sites are small and geographically close.

The multiplex will be launched with all services within 15 months of Licence award.

| Months from licence Award              | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|----------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
|                                        |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Licence Award                          |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Contract Negotiations with C-DSP & DSP |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Amber Site approval process            |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Ofcom National Approvals               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| International Approvals                |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Rooftop Access Agreement               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Tx Equipment Procurement               |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Internet Circuit procurement           |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Cloud Mux Configuration & Test         |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| TX Integration & Test (workshop)       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Site Install & Commission Into Load    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Four Weeks Notice to Ofcom             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |
| Service Launch                         |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |

## 4. Involvement of C-DSP providers; demand or support from programme providers

### About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

### Involvement of C-DSP providers

- 4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex?

**YES** (please delete accordingly)

- 4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

The proposed service name is "MAC Sheffield" The application has been made to Ofcom for C-DSP Licence.



- 4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

### **Demand or support from programme providers**

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

Letters of support that are gathered to show the support for the provision of the proposed multiplex service are attached in Appendixes. Letters of financial support, contracts, minutes of meetings are also attached in the appendixes.

## 5. Fair and effective competition

### About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there are two further questions relating to fair and effective competition in Part B of the application form.

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

MAC MULTIPLEX Sheffield will strive to ensure its services provide maximum community benefit by a maximum number of service providers. To achieve this, we are committed to operate as an open and inclusive Multiplex Service provider encouraging and welcoming all relevant service providers to join our small scale multiplex irrespective of race, creed or gender. Mac Multiplex Sheffield will act as an open-door policy and will welcome all service providers who will show interest subject to compliance procedures are met and they are fit and proper according to Ofcom rules and regulations.

Through our target and wider community and media outlets we will seek to recruit as many as possible service providers to join the multiplex. We have secured contracts with seven radio stations to join the multiplex and aim to have up to 13 more if the license is granted.

From our community radio broadcasts we already have established a strong relationship with several radio stations locally and nationally. Radio license holders who display a high degree of commitment will be invited towards greater involvement in serving their identified communities and target audience.

MAC MULTIPLEX Sheffield recognises the importance of engaging with radio service providers to encourage greater awareness of radio broadcasts.

## 6. Declaration

### About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- a) I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- b) I further declare and warrant:
  - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 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;
  - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as 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;
  - iii) 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
  - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- c) 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 substantial shareholders involved 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 person authorised to make the application on behalf of the applicant:**

HUMAIR SHAHID

**Date of application:**

23/11/2020

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

Company director.

**You now need to complete the confidential section (Part B) of the application form.**