
Small-scale radio multiplex licence

Application form – Part A (public)

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

Bolton and Bury DAB Limited

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

Bolton and Bury Polygon

2. Extent of proposed coverage area

- 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):

Bolton lies 10miles (16km) north-west of Greater Manchester, bordering on Lancashire, and ranges from relatively flat land in the south, to the high moorland of the West Pennine Moors in the north, which rises to a height of 444 metres above sea level at Winter Hill. Close to the West Pennine Moors, it is surrounded by several neighbouring towns and villages that together form the Metropolitan Borough of Bolton, of which Bolton is the administrative centre. The town of Bolton has a population of 139,403, whilst the wider metropolitan borough has a population of 262,400.

Bury lies on the edge of the western Pennines to the north of Manchester, bordering Lancashire. The Borough's land is undulating but drained by the valleys of the Rivers Irwell and Roch. The Borough's highest point is in the north, on the plateau of Holcombe Moor, reaching 418 metres above sea level on Bull Hill. The River Irwell flows from north to south, dividing the town into two parts on the east and west sides of the valley respectively. The town centre sits close to, and above, the river on the east side. To the south, the main tributary (the River Roch, flowing from the east) joins the Irwell close to another significant bridging point, Blackford Bridge, which carries the main road south (the A56) towards Manchester.

Our proposition is founded on three principles:

- Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the Bolton & Bury Polygon as possible;
- Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
- Achieving the above within a sustainable, long-term business plan.

Our proposal involves the installation of 3 transmitters – one in the west and two towards the east of the polygon which we believe will provide a healthy population coverage of 70.9% at 63dBuV/m in both of our key towns. However, we have noted the following points:

There is expected to be small degree of overspill to the east and west of the polygon. The area to the west is covered by the Wigan polygon. The Oldham & Rochdale polygon lies due east.

The area to the north-west of the polygon is subject to some particularly hilly terrain, meaning that achieving coverage is difficult. That said, it is sparsely populated, and any reception issues will have limited overall impact.

The area to the south of the polygon is heavily populated, and a **third transmission site** ensures an **excellent coverage** towards the edge of the M60 motorway.

- 2.2 Provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

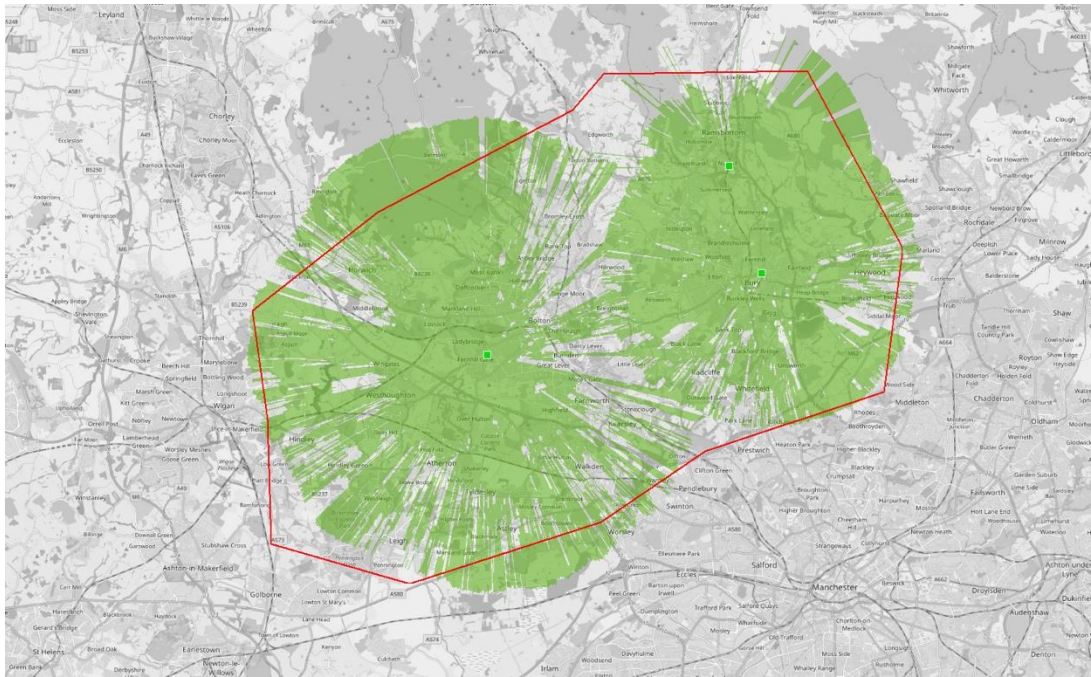
Site Name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Dove Mill	SD695077	40	OMNI - Colinear	New	100
Top o'th Moor Farm	SD776161	10	OMNI - Colinear	New	100
The Rock	SD800106	40	OMNI - Colinear	Ne	35

- 2.3 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.

A full coverage prediction map for the whole transmitter network is included in the **Non-confidential Annex 1**. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level tables indicate that at 63 dBµV/m field strength;

- the number of people falling outside the polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.



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

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI's modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ATDI.

3. Ability to establish the proposed service

Applicant's details

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

Bolton and Bury DAB Limited

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

13538723

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:

Sarah Moor Studios, Henshaw Street, Oldham, United Kingdom, OL1 3EN

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

Yes

Ownership and control of company which will hold the licence

Details of officers

3.5 Please 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
Matthew Ramsbottom AKA Matt Ramsbottom	Sarah Moor Studios Henshaw Street, Oldham, OL1 3EN	UK	Director: Oldham FM Ltd <i>Broadcasting</i> Director: Oldham Chronicle Ltd <i>Publishing</i> Director: Credible Media Ltd <i>Media</i> Director: Credible Focus Ltd <i>Media</i> Director: Sound Kitchen Manchester Ltd <i>Hospitality</i>	MD Oldham FM Ltd
Kevin Bailey AKA Kev Bailey	Sarah Moor Studios Henshaw Street, Oldham, OL1 3EN	UK	Director: Credible Focus Ltd <i>Media</i>	Content Director Oldham FM Ltd

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

Usha Parmar	Sunrise House, 55 Leeds Road, Little Germany, Bradford, West Yorkshire, United Kingdom, BD1 5AF	UK	<p>Director: Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i></p> <p>Director: Spice Entertainment Ltd <i>Hospitality</i></p> <p>Director: Infocus Digital Media Ltd <i>Media</i></p> <p>Director: Leeds Digital Media Ltd <i>Media</i></p> <p>Director: Bradford Digital Media Ltd <i>Media</i></p> <p>Director: BBD Digital Ltd <i>Media</i></p> <p>Director: Credible Focus Ltd <i>Media</i></p> <p>Trustee: Rishi's Vision <i>Charity</i></p> <p>Trustee: Jai Maa Bhameshwari Kali Mandir</p>	CEO Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)
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			<i>Charity</i>	
Rajan Parmar AKA Raj Parmar			Director: Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <i>Broadcasting</i> Director: Spice Entertainment Ltd <i>Hospitality</i> Director: Infocus Digital Media Ltd <i>Media</i> Director: Leeds Digital Media Ltd <i>Media</i> Director: Bradford Digital Media Ltd <i>Media</i> Director: BBD Digital Ltd <i>Media</i> Director: Credible Focus Ltd <i>Media</i> Trustee: Alan Foster Trust (Charity)	Executive Director Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)
Nicola King	49 Higher Dunscar Egerton Bolton	UK	Director: Thinknow Ltd	MD, Thinknow Ltd

	BL7 9TF		<i>Consultancy</i>	
Philip Ord AKA Phil Ord	67 Kingsbury Close Bury BL8 1WA	UK	N/A	Logistics operative
Real Life Radio Ltd	Unit G21/ C/O Barkley Jonson Eleventh Avenue North, Team Valley Trading Estate, Gateshead, England, NE11 0NJ	UK	N/A	N/A
Markaz-Al- Huda Ltd	52 Moorgate, Bury, England, BL9 7AF	UK	N/A	N/A

Details of participants

- 3.6 Complete the table, expanding it, if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “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.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Oldham FM Ltd	50	50	50	50
Infocus Digital Media Ltd	25	25	25	25
Markaz-Al-Huda Ltd	5	5	5	5
Nicola King	10	10	10	10
Phil Ord (Bury Community Radio)	5	5	5	5
Real Life Radio Ltd	5	5	5	5
Comments				

Oldham FM Ltd is owned by Matthew Ramsbottom (70%), Suresh Bawa (20%) and Kevin Bailey (10%)

Infocus Digital Media Ltd is owned by Usha Parmar (50%) and Rajan Parmar (50%)

Details of relationships of control

- 3.7 Complete the following table, expanding it, if necessary, to list any bodies corporate which are controlled by the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Oldham FM Ltd	Sarah Moor Studios, Henshaw Street, Oldham OL1 3EN	Matthew Ramsbottom
Oldham Chronicle Ltd	Sarah Moor Studios, Henshaw Street, Oldham OL1 3EN	Matthew Ramsbottom
Credible Media Ltd	Sarah Moor Studios, Henshaw Street, Oldham OL1 3EN	Matthew Ramsbottom
Sound Kitchen Manchester Ltd	Sarah Moor Studios, Henshaw Street, Oldham OL1 3EN	Matthew Ramsbottom
Credible Focus Ltd	Sarah Moor Studios, Henshaw Street, Oldham OL1 3EN	Matthew Ramsbottom
Infocus Digital Media Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar and Rajan Parmar
Spice Entertainment Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar and Rajan Parmar
Bradford Digital Media Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Infocus Digital Media Ltd
BBD Digital Ltd	140 East Parade, Bradford, England, BD1 5EE	Infocus Digital Media Ltd

Bradford City Radio Ltd	Sunrise House, 55 Leeds Road, Little Germany, Bradford, England, BD1 5AF	Usha Parmar
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Details of persons who control the applicant

- 3.8 Complete the table, expanding it, if necessary, to list all persons/bodies corporate who control the applicant, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder's agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
Oldham FM Ltd	Sarah Moor Studios Henshaw Street, Oldham, OL1 3EN	Bolton and Bury DAB Ltd Credible Focus Ltd
Matthew Ramsbottom	Sarah Moor Studios Henshaw Street, Oldham, OL1 3EN	Oldham FM Ltd

- 3.9 Complete the following table, expanding it, if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

(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 individual is a director or designated member
Matthew Ramsbottom	Oldham FM Ltd Oldham Chronicle Ltd Credible Media Ltd Credible Focus Sound Kitchen Manchester Ltd

- 3.10 Complete the following table, expanding it, if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
Oldham FM Ltd	Bolton and Bury DAB Ltd Credible Focus Ltd

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table, expanding it, if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, 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 3.8. 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 3.8	N/A			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Oldham FM Ltd	50	50	50	50
Comments: Oldham FM Ltd is owned by Matthew Ramsbottom (70%), Suresh Bawa (20%) and Kevin Bailey (10%)				

Involvement of the applicant in specified activities

- 3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 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	N/A
A body whose objects are wholly or mainly of a	No	N/A

political nature, or which is affiliated to such a body		
A body whose objects are wholly or mainly of a religious nature; ²	Yes	Usha Parmar is a Trustee of Rishi's Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as being neither of a 'wholly or mainly' religious nature.
An individual who is an officer of a body falling within (b) or (c);	No	N/A
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	N/A
An advertising agency or an associate of an advertising agency	No	N/A

Details of applications, licences and sanctions

3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):

(a) Is the applicant a current licensee of Ofcom?

No

(b) Has the applicant ever held an Ofcom broadcasting licence before?

No

² Please refer to Sections 3 to 5 of Ofcom's religious guidance note at: https://www.ofcom.org.uk/data/assets/pdf_file/0028/88219/Guidance-for-religious-bodies.pdf for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

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

Yes

(d) Does the applicant control an existing Ofcom licensee?

No

(e) 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”)?

Yes

(f) 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

(g) 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

(h) 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

(i) 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?

Yes

3.14 If the response to any of the questions (a) to (i) in 3.14 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details (Licensed Areas)
(a)	N/A	
(b)	N/A	
(c)	RSL	Burysound FM (Bury) 1993, 1994
	RSL	Tower FM (Bury & Bolton) 1995, 1996, 1997

RSL	Mela FM (RSL in Manchester) June 2001
AL000037BA/2	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date
DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) - 2004 to date
ANALOGUE COMMERCIAL	Usha Parmar, Launch Director, Club Asia London Ltd 2002 – 2004
DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013
DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
DP000061BA	Manchester Small-scale Multiplex Trial service since May 2016
RSL	Bury FM Radio Ramadan August 2009
RSL	Bury FM Radio Ramadan March 2010
RSL	Bury FM Radio Ramadan September 2011
RSL	Bury FM Radio Ramadan August 2012
CR100168	Salaam Bury Community Radio
RSL	Tower FM (Bolton/Bury), 1994, 1995
AL100192BA/2	Imagine FM 1994-2005, 2012-2018
AL100918BA/2	Tower FM, 1999-2007
AL000073BA/5	The Pulse, 2001-2003
AL000077BA/6	BRMB (Free Radio), 2006-2007
BBC000022WT/2	BBC Local Radio, 2007-2012
AL000061BA/5 AL000119BA/6	Free Radio (Beacon Black Country, Wyvern FM and Beacon Shropshire), 2007-2012
AL101134BA/2	Revolution 96.2, 2014-2020
DP101091BA/1	Revolution 96.2 from 2015 to Nov 2020. Mom's Spaghetti from Nov 2020 – present

	AL000083BA/3	Metro Radio (Newcastle) 1996-2000, 2004-2011
	AL000165BA/7	Century Radio (North East England) 2001-2004
	AL100672BA/2 AL100806BA/2 AL100918BA/2	Wish FM, Tower FM, Wire FM (Wigan, St Helens, Bolton, Bury, Warrington) 2012-2017
	CR102156BA/1	Rossendale Radio (Rossendale Valley) 2017-2020
(d)	N/A	
(e)	DP101091BA/1	Revolution 96.2 from 2015 to Nov 2020 Mom's Spaghetti since Nov 2020
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	AL101134BA/1	Oldham FM Ltd. Breaches of Licence Conditions 8(2)(a) and (b) (April 2014) Previous Licensee had failed to log output. No action taken

- 3.15 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 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

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

No

If yes, please provide the following details:

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

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N/A	N/A	N/A
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Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

Bolton and Bury DAB Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A confidential spreadsheet that sets out detailed income & outgoings with a 36-month cash flow forecast is included in Annex 3.

Capital Investment - £50,000

Our core ambition is to be able to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term. This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing & transmission equipment. We have provisionally selected Viamux to provide the professional services (project management, site surveys, network design, configuration, installation, and training) and the multiplexing/transmission equipment.

Operating Costs - £25,000

Transmission

The costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important ongoing operating expenditure for a multiplex company. Our selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring carriage fees remain attractive to service providers.

Technical Support & Maintenance

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

Small-Scale DAB Management Software

We will also subscribe to Optimux - or a similar software - a low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB networks. For a low-cost monthly fee, Optimux will allow us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It will also provide us with invoicing and direct debit collection to streamline the payment of carriage fees. Optimux will also monitor the multiplex and immediately alert us to any issues and notify service providers regarding their audio.

Administration

The usual administration costs with operating a business of this size are included (insurance, legal and accountancy services) as is the annual Ofcom licence fee.

VAT

We expect for turnover to remain below the VAT registration threshold which will mean all carriage fees will be free from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

The company will be funded through a combination of equity and primarily a shareholder working capital loan. Bolton and Bury DAB Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms.

3.18 Please indicate how the costs outlined in 3.17 (above) will be met, under the following headings:

a) Share capital

The company is capitalised at £100

b) Loan stock

A working capital investment loan of £50,000 will be provided by the shareholders. We anticipate this loan being repaid within 3 years. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

There is no requirement for grants or donations.

f) Other (please specify)

None

3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Oldham FM Ltd	50%	£25,000
Infocus Digital Media Ltd	25%	£12,500
Markaz-Al-Huda Ltd (Salaam BCR)	5%	£2,500
Nicola King	10%	£5,000
Phil Ord (Bury Community Radio Ltd)	5%	£2,500
Real Life Radio Ltd	5%	£2,500

The latest statutory accounts are available for all the corporate investors on Companies House

- 3.20 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 required funding is confirmed and available.

Relevant expertise and experience

- 3.21 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.)

Collaboration

Bolton & Bury DAB Ltd is a strongly local applicant group with collaboration at the heart of its ethos. It brings together partner organisations and individuals – each making a unique contribution by way of relevant skills and/or knowledge:

General Management

Bolton and Bury DAB Limited will manage the day-to-day operation of the multiplex service - managing commercial, financial and operational matters.

Launching, establishing and maintaining a DAB multiplex requires technical competence, operational expertise, financial stability, and an aptitude to manage third party relationships successfully.

Technical & Admin Operation

Our contractor Viamux will provide training, professional services and the small-scale DAB solution. Their software, Optimux, has been specifically developed for the day-to-day management of small-scale DAB multiplexes. Using the dashboard makes it easy for non-technical personnel to manage, monitor and report on all aspects of a multiplex network as well as providing invoicing capability and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimux.

Viamux will be responsible for the launch of the multiplex and Bolton and Bury DAB Limited for its subsequent day to day operation - in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

Bolton and Bury DAB Limited will oversee any multiplex re-configurations and these will be undertaken in line with our policies and contractual agreements with service providers. We will be responsible for ongoing financial management of the multiplex; accounts, IT, admin, legal, customer service.

Team

All members of the wider team share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders give us an excellent understanding of what is required in Bolton and Bury – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Participants

Salaam Bury Community Radio

Salaam BCR was founded in 2020 by a team formed from the diverse Muslim community in Bury. The service is primarily Islamic and ethical and offers a vibrant mix of programming that appeals to and meets the needs of the target audience.

Despite a preference to broadcast on FM, the licencing opportunities were exhausted in Greater Manchester at the time of licence application. The group has therefore developed their speech-led service on 1566kHz AM. Now, they are keen to broadcast on small-scale DAB, primarily to increase their accessibility and reach across the borough. With both the BBC and Bauer Media closing AM transmitters across the UK, it's clear this platform has a diminishing role for both broadcasters and listeners. With digital listening now accounting for 40% of all radio listening, the ambitious team at Salaam BCR are eager to move onto the DAB platform at minimal cost.

They are ideally placed to reflect the challenges and ambition of small, community-led groups. Their input is greatly valued in developing the ethos and strategy for Bolton and Bury DAB Ltd.

Phil Ord

Phil Ord is a professional broadcaster and music programmer, born and bred in Bury. Phil was involved in the 'BurySound' RSL broadcasts in 1993, the forerunner to Tower FM in Bolton. After the full-time licence was awarded, Phil joined the station as senior presenter and music manager. Subsequently, Phil has been involved in various radio projects in both a creative and commercial role, including liaising with public and private sector companies and reaching out to community groups.

Phil has been involved in writing bids to secure funding for community radio stations, and plans to launch a community radio service (Bury Community Radio) in his hometown of Bury on DAB.

Oldham FM Ltd

Both Matt Ramsbottom (Managing Director) and Kevin Bailey (Content Director) have substantial experience in both business and broadcasting. Matt began his career at Tower FM in Bolton, where he rose to be Sales Director, before transferring to Free Radio in a similar position. He was appointed to the main Operations Board at Orion Media and reported to the CEO (Phil Riley) as part of the LDC private equity led company. Matt created Credible Media in 2013 and went on to purchase Revolution 96.2 in Oldham. The station revenue quadrupled during this period before an asset

sale to Bauer Radio in 2020. Matt is an accomplished radio professional and entrepreneur with experience at working with clients and customers at all levels.

After a long career in presentation, Kevin has previously managed output at Tower FM and BBC Local Radio, as well as producing programmes for BBC Radio 1,2,3,4 and 5 before moving to Oldham FM Ltd in 2014. Kevin has overseen the development and launch of the new “Mom’s Spaghetti” and “Madchester Radio” services, along with managing the re-launch of a local newspaper.

The directors also work on large outdoor events, including contract management, artist liaison, strategy & planning, and logistics.

The team were one of the original service providers for the Manchester ssDAB multiplex, committing to the service before launch, and one of the few original services to remain on board throughout its tenure.

Both Matt and Kevin are comfortable working in business management at all levels, including their own business clients and local authorities, as well as engaging with larger radio groups, industry groups and regulatory bodies. They are both members of the Radio Academy.

Infocus Digital Media Ltd (Digital arm of Sunrise Radio (Yorkshire))

Usha and Raj Parmar currently spearhead the executive team at Sunrise Radio (Yorkshire) where as director/shareholders, they utilise, on a daily basis, a wide range of governance, compliance, broadcasting, general managerial and leadership skills.

These range from management and administration of sales contracts to overseeing programming and presenter direction, studio management, accounting, sponsorship and airtime sales, marketing, website design and maintenance, creative social media initiatives and - through other business they run – project, event, and logistics management.

Real Life Radio

Real Life Radio was formed last year by radio stalwart, Tony Horne. Tony founded and funded Rossendale Radio in 2017 and developed the successful on-air brand and commercial strategy. Real Life Radio is based in Rossendale, and the on-air team is a credible mix of radio newcomers and established names.

Highly ambitious, and creatively bold, the station is looking to establish and grow its digital footprint, particularly in the north-west and north-east. The senior management team at Real Life Radio bring over 30 years of radio content experience, alongside invaluable business experience, particularly with smaller radio set-ups.

Whilst Real Life radio are a DSP participant in our Polygon, the company is applying for a C-DSP Licence in the Blackburn, Burnley and Darwen Polygon.


Nicola King

Nicola is a Bolton-based consultant who works with NHS boards and third sector organisations. Originally trained as a pharmacist, Nicola's management experience includes 15 years at board level within the NHS.

Nicola has previously worked with Credible Media supporting the business development team to help align the commercial and artistic objectives of Credible Media with the local government objectives of health improvement, community cohesion and place development. In addition, Nicola led the development of an updated board vision and strategy to ensure that it was fit to communicate clear messages to a wide variety of key stakeholders from different sectors.

We believe that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale DAB operation.

- 3.22 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	Viamux	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info: www.viamux.com 
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	
<p>Note: Whilst the details above outline our preferred contractor, we expect demand for equipment and service to be extremely high following the licence awards. We may, therefore, choose to use alternative suppliers, or a mix of suppliers, to ensure the multiplex is delivered on time and within Ofcom guidelines.</p>		

Timetable for coverage roll-out

- 3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

Bolton and Bury DAB Limited intends to launch the multiplex in **less than 9 months** from award of licence.

Upon award Bolton and Bury DAB Limited will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, Bolton and Bury DAB Limited will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

Bolton and Bury DAB Limited will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Viamux has confirmed the availability of all equipment and services to meet our timescales.

- 3.24 In addition, please provide, as an annex to be submitted with this application, 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.

The GANTT chart (included in the Non-confidential Annex 2) sets out the precise, key stages in the implementation of the multiplex together with the timeline.

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

Involvement of C-DSP providers

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

NO

- 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:

N/A

- 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. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

Salaam Bury Community Radio - Participant

Ofcom licence number CR100168BA/1

Salaam BCR is a 5% shareholder and a Director of Bolton and Bury DAB Ltd.

Bury Community Radio - Participant

This new C-DSP is also a 5% Shareholder via its Director Philip Ord who is also a Director of Bolton and Bury DAB Ltd.

Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question must be answered below and should not be provided as a separate annex. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Salaam BCR	C-DSP	C-DSP Participant
Bury Community Radio	C-DSP	C-DSP- Participant
Real Life Radio	DSP	DSP - Participant
Asian Radio Live	DSP	Signed Heads of Agreement
Bengali Radio Live	DSP	Signed Heads of Agreement
Cosoro Radio	DSP	Signed Heads of Agreement
Crescent Radio	DSP	Signed Heads of Agreement
Disco Radio	DSP	Signed Heads of Agreement
Gaydio	DSP	Signed Heads of Agreement
Leeds Dance Community Radio	DSP	Signed Heads of Agreement
Love 80's	DSP	Signed Heads of Agreement
Love 90's	DSP	Signed Heads of Agreement
Madchester Radio	DSP	Signed Heads of Agreement
Mighty Radio	DSP	Signed Heads of Agreement
Mom's Spaghetti	DSP	Signed Heads of Agreement
Pie Radio	DSP	Signed Heads of Agreement
Roch Valley Radio	DSP	Signed Heads of Agreement
Strawberry Radio	DSP	Signed Heads of Agreement
Sunrise Radio	DSP	Signed Heads of Agreement
Sunrise Radio Gold	DSP	Signed Heads of Agreement
The Edge	DSP	Signed Heads of Agreement
Zest	DSP	Signed Heads of Agreement
Zest Retro	DSP	Signed Heads of Agreement

Bolton and Bury DAB reached out to 51 potential service providers and has in its line-up 23 service providers who have signed our heads of agreements.

Evidence of the demand and support documents can be found in Confidential Annex 4.

5. Fair and effective competition

- 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:

Ethos - Bolton and Bury DAB Limited is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Proven - The participants in Bolton and Bury DAB Limited bring together a track record of successfully establishing radio stations.

Our unique approach will be to foster a healthy and vibrant radio 'ecosystem' – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. Bolton and Bury DAB Limited will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership - An award of this licence to Bolton and Bury DAB Limited ensures that the multiplex is operated by a locally led community radio companies supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

Delivery - Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Bolton and Bury DAB Limited has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

6. Declaration

- 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:

KEVIN BAILEY

Date of application:

30th August 2021

I am authorised to make this application on behalf of the applicant in my capacity as Company Director.