
Small-scale radio multiplex licence

Application form – Part A (public)

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

Synergy DAB (Oldham & Rochdale) Ltd

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

Rochdale & Oldham

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1. Overview

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 [here](#).
- 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.

How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk). The team cannot provide advice or pre-approve applications, but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.
- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:

- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
 - b) The person who signs and makes the declaration on behalf of the applicant must be:
 - i) A director of the company or the company secretary where the applicant is a company.
 - ii) A designated member where the applicant is a Limited Liability Partnership.
 - c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to broadcast.licensing@ofcom.org.uk. Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive an auto-response from broadcast.licensing@ofcom.org.uk confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask for the Broadcast Licensing team who will be able to confirm if your application was received.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom
- Broadcast Licensing
- Riverside House
- 2a Southwark Bridge Road
- London
- SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

Application fee

- 1.17 A non-refundable application fee of £500 is payable either by cheque made out to 'Ofcom' or by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to ofcom.remittances@ofcom.org.uk.
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L
- 1.22 If the applicant is unable to make the payment by bank transfer, a cheque should be made out to 'Ofcom' and sent in the post to Ofcom Broadcast Licensing team, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. You must state the name of the applicant as provided in response to question 3.2 and proposed service name on the back of the cheque.
- 1.23 If an applicant is paying the application fee by cheque, the cheque must be received within five days of the application being received by Ofcom or the application may be rejected. If an applicant's cheque bounces, the application may be rejected.

Supporting documentation

- 1.24 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.25 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.

- 1.26 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

Provision of information

- 1.27 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.
- 1.28 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

- 1.29 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. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, **no questions should be answered by means of the submission of a confidential annex**. If, for logistical reasons, an annex is required to answer a question in Part A of the form, this will be published on our website alongside Part A of the application form. Part B of the application form will remain confidential.
- 1.30 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.
- 1.31 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.32 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.33 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

- 1.34 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 www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement for further information about how Ofcom handles your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.35 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.
- 1.36 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.
- 1.37 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](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 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):

The Oldham & Rochdale area has some challenging geography. Synergy DAB has worked on a coverage plan that provides good quality indoor coverage to much of the area, and excellent in-car coverage.

We have selected a network of five transmitters to operate our multiplex. Oldham and Rochdale are, of course, key locations for us to serve. In addition, we have tried to ensure good coverage to the south of the polygon, particularly around Droylsden, Stalybridge and Ashton-under-Lyne.

- Rochdale FC
- Rochdale Queensway
- Oldham ATE
- North Manchester Hospital
- Golden Springs

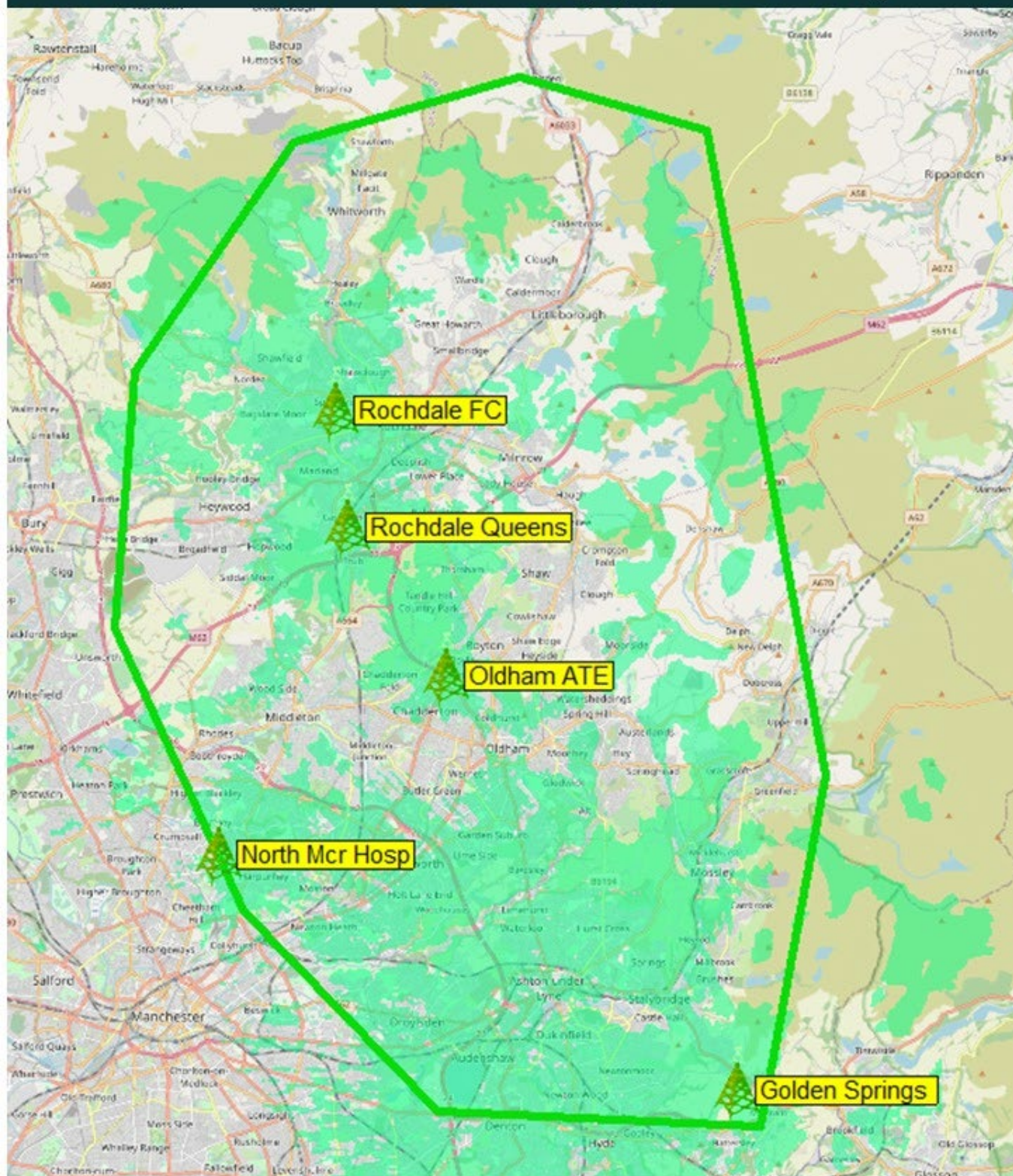
In addition to providing coverage to as much of the polygon as possible, our network has been planned to keep overspill to a minimum outside of the licenced area and to help mitigate any negative effects from ACI to other DAB multiplexes in the area and to other co-channel multiplex polygons.

- 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)
Rochdale FC	SD8814813744	29	Omnidirectional, collinear	New	50
Rochdale Queensway	SD8845510765	23	Omnidirectional, collinear	New	50
Oldham ATE	SD9245004710	15	Omnidirectional, collinear	New	50
North Manchester Hospital	SD8516002380	18	Yagi, 70° ETN	New	50
Golden Springs	SJ9836096384	15	Yagi, 310° ETN	New	100

- 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 dB μ V/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](#).

Oldham & Rochdale 5TX Network – 63dBμV/m, Indoor Coverage



UK DAB Networks

ukdab.net

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 x64
Detail the terrain model used by the software and its resolution.	DTM: DEFRA 1m and 2m resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Buildings: DEFRA (automatic extraction – slope algorithm - performed at 2 m resolution then resampled) Vegetation (park, wood, forest) and Hydro from Corine Land Cover 2018 and Urban Atlas 2018 (European Environment Agency) Roads and railways from Open Street Map (2019)
What propagation algorithm has been used?	Model pre-set: Fresnel Diffraction geometry: Deygout 94 Subpath attenuation: Coarse Integration FZ fraction: 0.8 Earth radius (sea and land): 28,500km
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 data used
Have your predictions been generated by a commercial organisation? If so, by whom?	UK DAB Networks Ltd

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 is requested in Part B of the application form.

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.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

Synergy DAB (Oldham & Rochdale) Ltd

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

13534013

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:

42 Southall Street, Manchester, M3 1LG

- 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)

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

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
Ashley John Elford (Director of Applicant)	42 Southall Street, Manchester, England, M3 1LG	England	See attached appendix	First MTR South Western Railways Ltd Nation Resources Ltd
Huma Syed Ali (Director of Applicant)	Dean House, 11 Dean Court, Rochdale, OL11 1TX	England	See attached appendix	JD Sports Fashion PLC
Shafat Ali (Director of Applicant)	439a, Bury New Road, Salford, England, M7 4LE	England	See attached appendix	None
Ryan Lewis Davies (Director of Applicant)	42 Southall Street, Manchester, England, M3 1LG	England	See attached appendix	NTT Ltd

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

Nazir Afzal OBE	42 Southall Street, Manchester, England, M3 1LG	England	See attached appendix.	See attached appendix.
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Details of participants

- 3.6 Complete the table overleaf, 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
Ashley John Elford	5	5	5	5
Rise Community Radio Ltd	30	30	30	30
Shafat Ali	40	40	40	40
Ryan Lewis Davies	25	25	25	25
Comments				

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)
See attached appendix		

Details of persons who control the applicant

- 3.8 Complete the table overleaf, 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)
See attached appendix.		

- 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
See attached appendix.	

- 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
See attached appendix.	

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, 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				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
See attached appendix.				
Comments				

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	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	Yes	Nazir Afzal OBE is Independent Chair of the Catholic Safeguarding Agency
A body whose objects are wholly or mainly of a religious nature; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	

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.

A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	
An advertising agency or an associate of an advertising agency	No	

Details of applications, licences and sanctions

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 (delete as appropriate).

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

No (delete as appropriate).

(c) 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).

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

No (delete as appropriate).

(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 (delete as appropriate).

(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)?

Yes (delete as appropriate).

(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 (delete as appropriate).

(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 (delete as appropriate).

(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?

No (delete as appropriate).

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
(c)	CR000002	Ash Elford – was a Director and Trustee of Angel Radio Ltd
(c)	CR101255BA/1	Ash Elford – was a Director and Trustee of Angel Radio Ltd
(f)	2014 Advertisement of Portsmouth 107.4 ILR licence – Angel Radio	Ash Elford – was a Director and Trustee of Angel Radio Ltd
(c)	DP000155BA/7	Ash Elford – was a Director and Trustee of Angel Radio Ltd
(c)	DP102909BA/1	Ash Elford – was a Director of News RadioUK Ltd
(e)	2020 Advertisement of Small Scale DAB multiplexes – UK DAB Networks	Ash Elford – Director of UK DAB Networks Ltd Awarded the Alnwick & Morpeth, Basingstoke, Inverclyde and Winchester multiplexes. Applied for the South Birmingham multiplex.
(e)	AL000183BA/2	Shafat Ali – CEO of Asian Sound Radio
(e)	DP000013BA/4	Shafat Ali – CEO of Asian Sound Radio
(f)	2017 Advertisement of community radio licenses - Talk Manchester FM	Shafat Ali – was a Director of Talk Manchester Ltd
(c)	DL000026BA/8	Shafat Ali – was a Director of The Digital Radio Group (London) Ltd
(c)	CR102148BA/1	Ryan Davies – was a Director of Forest Community Radio
(e)	DP104204	Ryan Davies – Director of Like Broadcasting North Ltd

(e)	DP101190	Ryan Davies – Director of Like Digital Broadcasting Ltd (At the time of application submission, this licence is in the process of being surrendered)
(e)	DP000161	Ryan Davies – Director of Imagine FM Ltd
(c)	AL103883BA/1	Ryan Davies – Former licence holder Imagine FM Ltd (Imagine FM)
(c)	AL100969BA/3	Ryan Davies – Former licence holder High Peak Radio Ltd
(e)	2020 Advertisement of Small Scale DAB multiplexes – UK DAB Networks	Ryan Davies – Director of Like DAB Ltd Awarded the Isles of Scilly multiplex. Applied for the Avonmouth, Clevedon & Filton and Exeter multiplexes.
(c)	AL100639BA/7	Ryan Davies – Former licence holder Imagine FM Ltd (Alpha Radio)
(c)	AL101786BA/6	Ryan Davies – Former licence holder Imagine FM Ltd (Durham FM)

- 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 (delete as appropriate).

If yes, please provide the following details:

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

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.

Synergy DAB is a newly established company owned and run by a team of experienced DAB technology and SSDAB services. This team includes media professionals who have been involved in commercial and community radio for over 20 years.

Synergy DAB is managed by seasoned DAB industry professionals with a clear understanding of the costs of launching and operating a DAB multiplex. Our collective experience puts us in an ideal position to operate the Oldham & Rochdale SSDAB Multiplex, we have full knowledge of the costs and risks associated with the launch and operation of the multiplex.

The management of the multiplex, including its technical start-up and liaison with C-DSPs and DSPs will be contracted to UK DAB Networks, a consultancy and DAB operations company owned by Ash Elford. Ash will be responsible for the day-to-day management and strategy of the multiplex.

The start-up capital required to set up the transmitter and associated equipment will be provided through loans from our shareholders.

Multiplexing software will be sourced from the leading multiplex software firm Factum Radioscape. The day to day operating costs of the multiplex will be funded through revenue generated by the rental capacity on the multiplex to third parties.

We have budgeted £54,000 to establish the multiplex, with further funding available from our shareholders if required.

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

- a) Share capital
See answer to question 3.19
- b) Loan stock
No loan stock is anticipated, however the shareholders are able to provide loans to the company on a de-minimis interest basis.
- c) Leasing/HP facilities (capital value)
N/A
- d) Bank overdraft
N/A
- e) Grants and donations
N/A
- f) Other (please specify)
N/A

- 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 (£)
Huma Syed Ali	30	£17,000
Shafat Ali	40	£23,000
Ryan Lewis Davies	25	£14,000

- 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 of the funding is confirmed.

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.)

The Synergy DAB team have significant DAB experience and this expertise will ensure a smooth, professional launch and successful ongoing operation of the multiplex.

Nazir Afzal - Chairman

Playing a leading role in the Synergy DAB application is Nazir Afzal, who received his OBE for his services in Law & Justice. Nazir is now playing a key role in the field of education and is currently the Chairman of Hopwood Hall College in Rochdale. In addition, Nazir is also a board member of 'People's Powerhouse CIC' headquartered in Greater Manchester and has long been active in media with his presence across both commercial and community outlets.

Shafat Ali - Head of Local Partnerships

Shafat Ali is a local professional digital radio veteran, having launched Asian Sound Radio in 1995. Shafat is currently the CEO of Asian Sound Radio and is arguably the most experienced and versatile radio manager in the North West of England. Shafat has been a strong advocate for the switching from AM to DAB technology and has been involved in founding and forming radio stations since 1999 when he had played a role in the formative CE Digital Manchester licence application with The Digital Radio Group London.

Ash Elford - Head of Engineering

Day-to-day management of multiplex will be the responsibility of Ash Elford through UK DAB Networks Ltd, a DAB multiplex consultancy, ownership and operating company. Ash is one of the UK's pioneers in SSDAB and has overseen the establishment and successful operation of the Portsmouth SSDAB trial in addition to turning around the fortunes of the Glasgow SSDAB trial into the success it is today.

Huma Syed Ali - Head of Operations

Huma Syed Ali is the Operations Manager of Synergy DAB. Huma has an extensive fifteen years in the radio and media industry with a deep understanding of the day to day running of a radio station including operations, radio production, creative content and content delivery. Huma's experience in Finance and Administration will add great value to the Synergy DAB radio network.

Ryan Davies - Head of Sales

Ryan Davies and has been involved with DAB services for the past 6 years within the UK, following the launch of Like Radio. Ryan was also the Manager for Forest Community Media for 10 years (2009-2019) and oversaw the community licence application for Dean Radio. Ryan is currently the Managing Director of Like Media Group, who have recently sold Imagine Radio to Bauer, to focus fully on Small Scale DAB, and invest heavily within the sector. Outside of the media industry, he has been top management on some of the UK's and Europe's most challenging I.T transformation projects, as an employee and then through his own successful International I.T consultancies. This experience will assist with connectivity of all the transmission sites and provide unique reliable solutions, where potentially the "standard way of working" may not be possible.

Additional Resources & Partnerships

We have a number of strategic partnerships that, should we be successful with our application, will enable us access market leading technical support as well as functional support in key areas such as finance and operations.

Multiplexing software will be sourced from world leading multiplex software firm Factum Radioscape.

The management of the multiplex, including its technical start-up and liaison with C-DSPs and CDSPs will be contracted to UK DAB Networks, a consultancy and DAB operations company owned by Ash Elford. Ash will be responsible for the day to day management and strategy of the multiplex.

In addition, we will be working closely with Asian Sound Radio who will provide credit and financial back- office functions for Synergy DAB. These two partnerships will give us access to highly experienced radio operators and will allow Synergy DAB to focus on providing an excellent service to listeners and its service providers driving customer loyalty in the community.

- 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	Commtronix Ltd	Significant experience of installation of DAB transmission systems for small and large broadcasters
Ongoing maintenance of the transmission equipment	Commtronix Ltd	Significant experience of maintenance of DAB transmission systems for small and large broadcasters
Installation of the Multiplexing equipment	Factum Radioscape Ltd	Significant experience of installation of DAB transmission systems for small and large broadcasters
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	UK DAB Networks Ltd	Significant experience of managing DAB multiplexes.

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:

Our plans for the Oldham & Rochdale are to launch the multiplex within 12 months of licence award. The installation of the transmission system will be overseen by Commtronix Ltd, an experienced company in the field of DAB transmission. Multiplexing and encoding will be done using the Factum Radioscape Enmuxa platform which provides a world leading multiplexing system providing good quality audio on a robust system.

In addition to the technical requirements, soon after award we will commence the procurement of telecoms and establish transmission contracts with service providers.

The launch project will be overseen by UK DAB Networks Ltd.

Our directors are all experienced broadcasters and have experience of establishing new Ofcom licenced services.

A project plan is attached as an appendix.

- 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.

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.

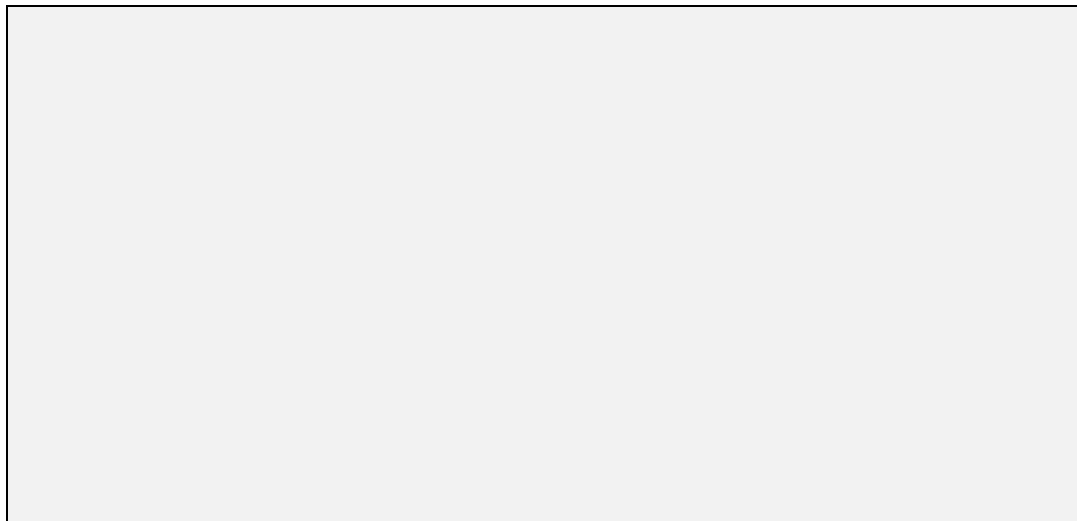
Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

Involvement of C-DSP providers

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

NO (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:



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):

RISE Community Radio Ltd is a 30% shareholder in Synergy DAB (Oldham & Rochdale) Ltd.
RISE Community Radio Ltd is a non-profit company and intends to apply for a C-DSP licence to operate a service on the Oldham & Rochdale small scale DAB multiplex.
RISE Community Radio Ltd has Huma Syed Ali as a Director, and Huma Syed Ali is appointed as a Director with control over Synergy DAB (Oldham & Rochdale) Ltd, this will ensure that the interests of RISE Community Radio Ltd are represented on the multiplex.

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
RISE Community Radio Ltd (RISE)	C-DSP	Signed heads of terms
Angel Radio Ltd (Angel Radio)	DSP	Signed heads of terms
Cosoro Ltd (Cosoro Radio)	DSP	Signed heads of terms
Like Broadcasting North Ltd (Like Radio)	DSP	Signed heads of terms
Like Broadcasting North Ltd (Like Pop)	DSP	Signed heads of terms
Like Broadcasting North Ltd (Like Radio)	DSP	Signed heads of terms
Like Broadcasting North Ltd (Like One)	DSP	Signed heads of terms
Country Broadcasting Ltd (Chris Country)	DSP	Signed heads of terms

Skylab Radio Ltd (Skylab Radio)	DSP	Signed heads of terms
Dee Radio Group Ltd (Love 80s)	DSP	Signed heads of terms
Dee Radio Group Ltd (Love 90s)	DSP	Signed heads of terms
Gary Milchard (Christmas Radio)	DSP	Signed heads of terms
Nation Broadcasting Ltd (Nation 70s)	DSP	Signed heads of terms
Nation Broadcasting Ltd (Nation Radio UK)	DSP	Signed heads of terms
Asian Star Radio Ltd (Asian Star Radio)	DSP	Signed heads of terms
Panjab Radio Ltd (Panjab Radio)	DSP	Signed heads of terms
Gaydio CIC (Gaydio)	DSP	Signed heads of terms
Confidential [Identity disclosed to Ofcom] – Dance music	DSP	Signed Heads of Terms
Asian Sound Radio Ltd (ASR1)	DSP	Signed Heads of Terms
Asian Sound Radio Ltd (ASR2)	DSP	Signed Heads of Terms
Mighty Radio Ltd (Mighty Radio)	DSP	Signed Heads of Terms

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 is one further question 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:

In preparation for our licence application, we publicized our plans through the trade press, Radio Today, inviting interested broadcasters to contact us. We have also invited broadcasters that we have relationships elsewhere with to join our application, as well as other broadcasters that we are aware of by email. We have placed a notice on the synergydab.com and ukdab.net websites asking interested broadcasters to contact us as well as Facebook and Twitter.

Post licence award, we will maintain our website and social media and invite broadcasters to contact us. If we are oversubscribed with interest from broadcasters, we will keep interest on file and contact them when capacity becomes available. We will allocate the capacity in a way that ensures the greatest diversity of formats and service providers.

We will treat C-DSP and DSPS providers fairly.

We are aware of another application for Rochdale & Oldham that involves existing local Ofcom licenced community radio services. Although they have stated they do not wish to participate in our application, we will make capacity available to them on the same terms as proposed to other C-DSP/DSP providers.

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 of behalf of the applicant:

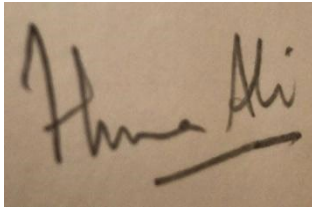
HUMA SYED ALI

Date of application:

1st September 2021

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

~~Company secretary~~ / Company director.

A handwritten signature in dark ink on a light brown background. The signature is written in a cursive style, with the first name 'Huma' and the last name 'Ali' clearly visible. A horizontal line is drawn under the signature.

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