
Small-scale radio multiplex licence

Application form – Part A (public)

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

Station House Media Unit

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

North Aberdeen

APPLICATION FORM:

Publication date: 28 January 2022

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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 separately.
- 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 (smallscaledab@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 smallscaledab@ofcom.org.uk. Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from smallscaledab@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 (smallscaledab@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](#) for more information about how we handle your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.35 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit 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 Please 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):

Aberdeen is Scotland's third largest city, with a population of approximately 225,000 residents, situated between two rivers: the Don in the north and the Dee in the south. The land rises steeply away from the sea, past the city centre and between the two rivers, quickly rising to a height of 175mt towards the west of the city.

Aberdeen is a busy seaport, the British centre of the North Sea oil industry, and the commercial capital of north-eastern Scotland. Aberdeen's primary industries were once fishing, textiles, shipbuilding, and papermaking. Today its economy is focused on the oil industry, though it has grown more diversified to include electronics design and renewable energy resources.

With a population of around 52% of the total Aberdeen Local Radio Multiplex Service, Aberdeen finds itself in a challenging position in terms of small-scale DAB – in that no DAB multiplex can serve greater than 40% of a local DAB. For this reason, Ofcom have split Aberdeen City into two – North Aberdeen and South Aberdeen. This licence will deliver the service in North Aberdeen.

Although a thriving city, analysis from the Scottish Index of Multiple Deprivation (SIMD), shows that many of the communities in North & Central Aberdeen (the area covered by the North Aberdeen DAB service) have been identified as priority neighbourhoods. That means they need additional support to benefit from the same opportunities to thrive and succeed as other neighbourhoods within the city. These priority neighbourhoods include:

Heathryfold, Middlefield, Northfield, Cummings Park, Mastrick, Tillydrone, Seaton, and Woodside – the community where the applicant Station House Media Unit (shmu) has its HQ, and which are the focus for the organisation's Community Radio licenced service shmuFM.

The North area of the city covers a large area from suburban areas bordering Aberdeenshire to more populated urban housing estates, which are distinct neighbourhood areas each with their own sense of identity. The area also retains multiple areas of green space including local allotments, several parks and Aberdeen beach.

The existing transmission site used by analogue community radio service shmuFM is well positioned to deliver a DAB signal across the northern part of Aberdeen that largely replicates and indeed improves on the coverage of the analogue service. Overspill into the south is difficult to avoid, but to this end we have engaged the services of a planner who has advocated an antenna design that, according to the predicted coverage, fully meets the requirements set out in the Ofcom licence advertisement and therefore can be said to be compliant. Because coverage from this single site is relatively widespread, we have not found it necessary to add any relay transmitters to enhance our network at this point.

The table below summarises the extent of our predicted coverage:

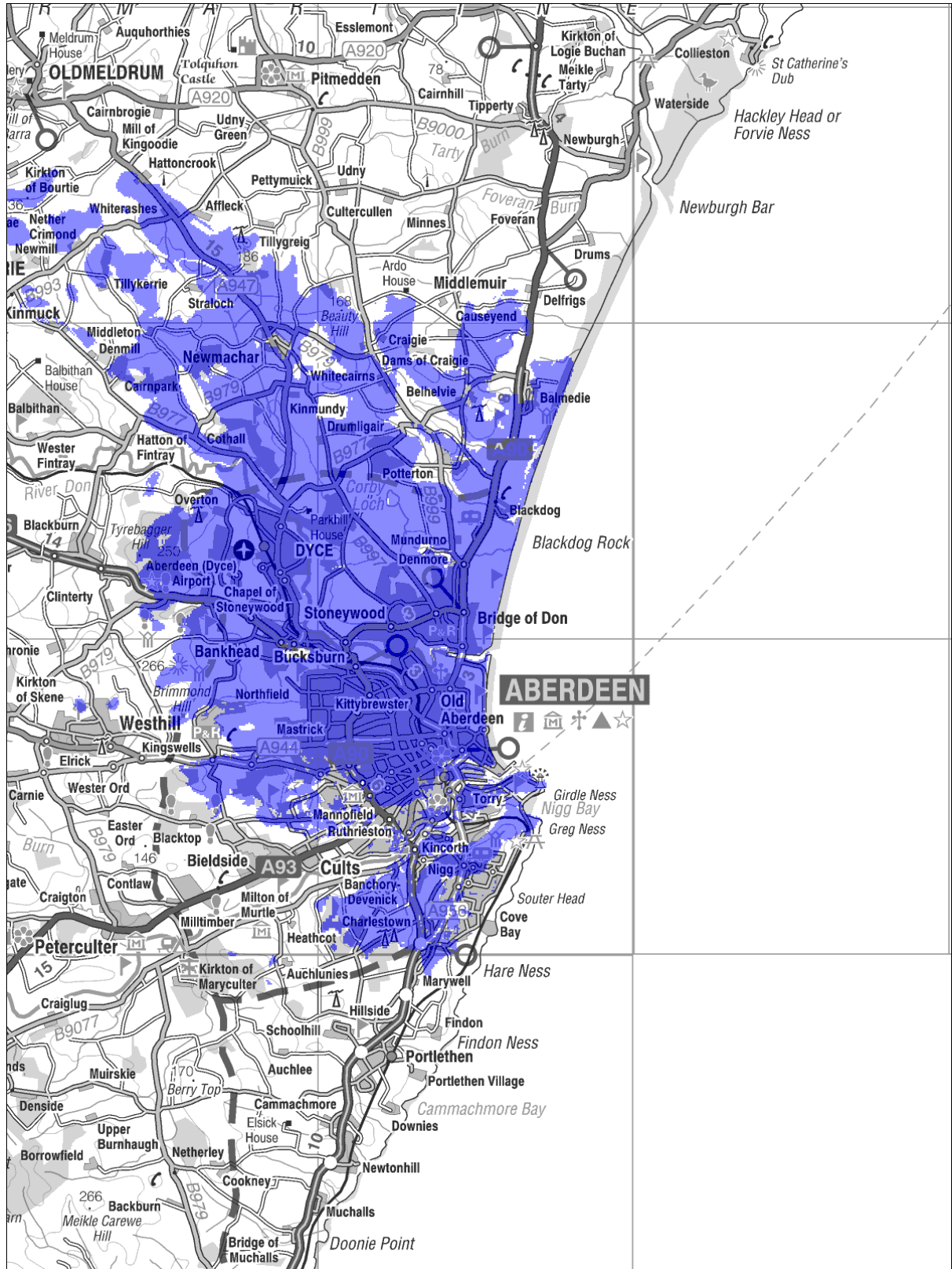
North Aberdeen	Adults 15+	Percentage
Licence area population:	138,821	100.0%
Predicted coverage inside polygon:	121,215	87.3%
Predicted coverage outside polygon:	27,215	19.6%
Local DAB service 1 Aberdeen LRMS:	383,993	100.0%
Total predicted coverage:	148,903	38.7%

The extent of proposed coverage, measured as a percentage is 87.3 percent. The amount of overspill predicted is 19.6 percent, considerably lower than the Ofcom limit of 30 percent and our total coverage in terms of adult population, in relation to the Local Radio Multiplex Service is 38.7 percent and therefore falls below the 40 percent ceiling.

- 2.2 Please 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)
Stewart Park	NJ91770822	48m	340 deg. ETN	New	90W

- 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.



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.	HTZ Communications V23.0 release 1456
Detail the terrain model used by the software and its resolution.	ATDI SRTM 2003 30 x 30 spatial sampling
Detail the ground cover (clutter) data used by the software and its resolution.	ATDI 50m precision Extracted from satellite photography 1999-2001
What propagation algorithm has been used?	Deygout 94-2 with coarse integration Frensel Zone fraction 0.8
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Not applicable
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Digris 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):

Station House Media Unit

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

SC332413

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:

Station Road,
Woodside
Aberdeen AB24 2WB

- 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
Jillian Evans (Chairperson)	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	None	Head of health Intelligence, NHS
George Adam (Vice Chairperson)	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	Celebrate Aberdeen Ltd - an organisation set up to celebrate Aberdeen's Third Sector with a Parade, a week-end of music and the Celebrate Aberdeen Awards ceremony	Employed as Duty Manager, Aberdeen Arts Centre (Castlegate Arts Ltd)
Jennifer Scott (Treasurer)	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	None	Senior Digital Development Manager, Opportunity North East Ltd

Abeer Eladany	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	Sound Scotland Board - music based initiative encouraging new music creation and discovery	Curatorial Assistant, Museums and Special Collection, University of Aberdeen
Simon McLean	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	None	None
Murray Dawson (Company Secretary)	c/o Station House, Station Road, Woodside, Aberdeen AB24 2WB	UK	Chair of Film Access Scotland. Executive member of Culture Aberdeen	Chief Executive of Station House Media Unit

Details of participants

- 3.6 Please 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
See below				
Comments				
Station House Media Unit (shmu) operates as a Charitable Company Limited by Guarantee, governed by its Board of Trustees who are listed in 3.5 above, supported by the Chief Executive who acts as the Company Secretary. Our members do not hold shares or invest financially in the organisation. All Trustees have an equal vote – with the Chair having a casting vote if/as required.				

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)
N/A		

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)
N/A		

- 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

N/A	
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- 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
N/A	

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

Details of applications, licences and sanctions

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?

Yes

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

Yes

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

Yes

¹ Please refer to sections 3 to 5 of Ofcom's [religious guidance note](#) for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

d) Does the applicant control an existing Ofcom licensee?

Yes

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”)?

No

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?

No

3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)	CR00028	Station House Media Unit has held a full-time community radio licence in Aberdeen since October 20 th 2007. We have recently applied for a further 5-year extension to run to 2027.
(b)	CR00028	As above
(c)	CR00028	As above
(d)	CR00028	As above

- 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
N/A		

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.

Background

If successful with our licence application, Aberdeen DAB multiplex service will be run as a discreet project under the auspices of Station House Media Unit, one of the leading community media charities in the UK. With a turnover of just under £1.5m in 2020-21 and a staff team of over 30 FTE, shmu has a proven track record of securing, successfully managing and delivering programmes, service level agreements, contracts and grant-funded initiatives.

Although the organisation has been successfully running its Ofcom licenced Community Radio station (shmuFM) since 2007, we recognise that supporting an SSDAB multiplex service brings with it a number of financial challenges. Added to this is the decision to split the city of Aberdeen into two multiplexes due the 40% rule, which means that it will be difficult to confidently build a sustainable financial and business plan model for the service in Aberdeen until after the licencing process has been completed and the licensing landscape for the city is clear.

That said, we are absolutely committed to delivering the Aberdeen North SSDAB service in North Aberdeen and have worked with our own experienced in-house team, alongside specialist advisors, who have successfully secured licences in other areas, so that we can build as strong and robust a financial model for this service as we can at this stage. In order to maximise the potential, we propose that all services on the multiplex use DAB+ technology to enable most efficient use of the available spectrum whilst maintaining higher quality and maximising stereo services.

Income

Building on Station House Media Unit's committed to enhancing the diversity of radio services in the city of Aberdeen over the last 15 years, and having successfully secured the multiplex licence, the organisation will work with its well-established partners and funders to secure the investment required for both pre-operational and capital costs to ensure that this project can proceed. The organisation is prepared to invest the capital that is required from its own reserves if all the funding required is not secured.

Any initial up-front investment from the organisation and the ongoing annual operating costs will be met by charging carriage fees to C-DSP and DSP customers of the SSDAB multiplex. We have completed an assessment into revenue earning potential of the SSDAB multiplex service including consultations with potential customers and other market intelligence to identify appropriate rates for C-DSP and DSP carriage. It is important to reiterate that this is purely indicative at this stage and will have to be revisited following the licencing process in North & South Aberdeen becomes clear.

Additional Income generating services

We have made no assumptions for revenue from additional services at this stage, however we intend to offer wrap around support to C-DSP and DSP service providers including business advice, marketing support, streaming and podcasting services, studio hire and co-working space.

Expenditure

Pre-operational costs - £10,000

Costs accrued in the period before receipt of revenue from selling carriage capacity include professional fees & salaries, service design and licence fees.

Capital costs - £30,000

Capital costs (based on one transmitter site) site preparation, transmitter, ancillary and core equipment purchase and installation, network design, transmission system installation, erection of antenna and supporting infrastructure, power design and cabling.

Annual Operating costs - £20,000

These include salaries, overhead costs, site rentals, transmission maintenance, multiplex system, network costs, marketing and promotion, licencing fees, professional fees, and financing costs.

Operating costs will be met by charging carriage fees to C-DSP and DSP customers of the SSDAB multiplex. Cost efficiencies will be achieved by hosting the operation within Station House Media Unit; benefitting from the organisation's well-established technical, marketing and finance functions.

Allocation of any Surplus

We anticipate the service will generate £30,000 income per annum. This income will meet the annual operating costs and allow for the repayment of the initial investment over a 4-year period (assuming the organisation has to invest the full pre-operating costs from our reserves).

Station House Media Unit is a not-for-profit company; however, it is our aim that the Aberdeen SSDAB service continues to generate a modest surplus beyond the payment of the initial capital investment. Any continued surplus will be invested in projects of community benefit within the coverage area identified in shmu's Articles of Association.

An outline Budget for the first 4 years of operation is included as Annex 10 submitted with Part B of our application.

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

a) Share capital

N/A

b) Loan stock

N/A

c) Leasing/HP facilities (capital value)

N/A

d) Bank overdraft

N/A

e) Grants and donations

Once the licence is secured, we will apply for grants to meet the pre-operational costs set out in 3.17 above.

f) Other (please specify)

Any outstanding pre-operational costs will be met by shmu's reserves and repaid from operational surpluses.

- 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 (£)
Station House Media Unit	N/A	Up to £40,000

- 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 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.)

Station House Media Unit – Strategic Background

With a turnover of just under £1.5m in 2020-21 and a staff team of over 30 FTE, shmu has a proven track record of securing, successfully managing and delivering programmes, service level agreements, contracts and grant-funded initiatives.

Working predominantly in Aberdeen's seven regeneration areas, the organisation supports residents in a range of creative programmes including radio broadcasting, film education and production, traditional and online publications, music production and digital inclusion. In addition, the organisation supports disadvantaged communities of interest, including an employability and training arm, and a programme for offenders in HMP & YOI Grampian.

The organisation has successfully managed an Ofcom licenced Community Radio Station (shmuFM) for 15 years, and also runs a prison radio service in HMP Grampian – broadcasting content made by prisoners into every cell across the prison.

Over the years, our experience in managing projects has become more refined and systematic leading to the preparation of a structured set of guidelines for project management.

Operational and Financial Management

If successful in our licence application, our SSDAB service (Aberdeen DAB) will operate as an extension of our existing work but will be managed as a discrete project, both operationally and in financial terms. Ultimately the financial management of the project will be the responsibility of shmu's Chief Executive with operational responsibility delegated to shmu's Business Development Manager.

Monthly management accounts will be produced and analysed by shmu's Finance Officer (who will also provide the financial administrative support for the project) and approved by shmu's Chief Executive in conjunction with the Business Development Manager. All aspects of the service will be subject to management scrutiny by an Aberdeen DAB Project Management Group and on a quarterly basis by shmu's Board of Trustees.

Expenditure will be controlled through agreed authorisation levels for relevant staff with approval given by shmu's Chief Executive. In addition, the Finance Officer will be responsible for maintaining financial profiles and draft accounts.

All accounts will be subject to external scrutiny and audit by Meston Reid, a firm of Chartered Accountants [shmu's external auditor]. In addition, all finances and finance monitoring will be undertaken in strict accordance with OSCR and Companies House requirements/regulations, alongside any additional conditions set out by any contracted provision or external funder.

Skills & Expertise

shmu Board of Trustees

The shmu Board of Trustees meet on a monthly basis to administer the charity. The Board comprises of members with a broad range of experience, ranging from strategic to operational, across a variety of sectors, including media (including radio), finance, business, health, education, arts, and the third sector. Non-voting advisors may also be present to assist Trustees during the decision-making process. The trustees have delegated day-to-day management of the charity to the Chief Executive and Company Secretary, Murray Dawson. The Trustees will have overall strategic responsibility for Aberdeen DAB project, however operationally it will be managed by the designated staff team listed below.

shmu Chief Executive – Murray Dawson

shmu's Chief Executive and founder, Murray brings over 30 years of experience in managing and developing cutting edge community media projects and sits on a number of local and national strategic groups representing both shmu and the sector. Establishing the charity in 2003, Murray has a proven track record in securing, successfully managing and delivering programmes, service level agreements, contracts and grant-funded initiatives. He will provide a strategic overview for the Aberdeen DAB project and will support the Business Development Manager to ensure that the project's objectives and

outcomes are delivered. He will provide financial oversight for the project and be the lead contact for Ofcom (and other contracted or funding bodies).

shmu Business Development Manager - Brian Woodcock

Brian Woodcock has been shmu's Business Development Manager for 7 years. Prior to joining shmu, Brian had a diverse career in public sector management at senior levels spanning 25+ years and has widespread operational and project management experience in culture and arts initiatives in the UK and Ireland. Brian's role at shmu involves the creation of strong relationships with the commercial sector across the region and management of shmu's commercial activity. Brian will facilitate the Project Management Group and will provide quarterly reports on the Aberdeen DAB project (including PMG Minutes) to the Board of Trustees to facilitate discussions and to ensure that members are aware of progress made and to be alerted if there are any areas of concern.

shmu Support Team Manager - Chrissie Simpson

Chrissie has been with the organisation for over 12 years, initially starting as the Project Administrator providing support to the organisation's Employability strand and has worked her way up to the senior role of Support Team Manager. Chrissie manages has oversight of all the support functions, including operational and financial administration and the HR function of the organisation. Chrissie will ensure that the Aberdeen DAB project has the administrative and financial support that it requires to function effectively.

shmu Finance Officer – Viki Menzies

Viki has been shmu's Finance Officer for over 5 years, having previously been the Office Manager for Aberdeen Inspired – the Business Improvement District (BID) for Aberdeen, representing over 900 city centre businesses. As shmu's Finance Officer, Viki has the most senior financial role within the organisation, working closely with the Chief Executive, Management Team and Board of Trustees to manage and deliver the financial operations of the organisation. This includes the delivery of the Finance and Payroll function of the organisation, and the preparation of Management Accounts, budget projections, and financial reporting to the Board, Management Team, auditors, and to external funders.

Specialist Support

We have been supported by Digris In order to fulfil the technical aspects of this licencing process.

Digris has been a DAB transmission specialist running trouble-free networks since 2013.

In Switzerland and France Digris currently operate more than 30 transmitter networks most of which are Single Frequency Networks. Some 60 DAB transmitters range in power from 6 Watts to 50 kW ERP, collectively carrying in excess of 400 individual radio services.

Digris works closely with Unikom Radios (Union of non-commercial radio stations) an umbrella organisation that represents its members to the Swiss OFCOM, is a member of WorldDAB the global industry forum for DAB digital radio and in the UK, is a supporter/member of the Community Media Association.

If successful with our licence application it is our intention to appoint Digris UK to lead on conducting planning activities, installation, multiplexer management, 24/7 monitoring and maintenance of the transmission system.

- 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	Digris Ltd	Established in 2012 Digris specialises in DAB installing, operating and maintaining transmitters throughout Switzerland, France and now in the UK for small-scale radio multiplex licensees in Leeds and Bradford.
Ongoing maintenance of the transmission equipment	Digris Ltd	
Installation of the Multiplexing equipment	Digris Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	

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:

We expect to launch our radio multiplex service within 10 to 13 months from the date of licence award.

- 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.

Gantt chart included as Annex 8 of Part B

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

About this section

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

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

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

Involvement of C-DSP providers

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

Yes

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:

Station House Media Unit is a not-for-profit company limited by guarantee and holds the community radio licence for the service shmuFM (CR00028). We intend to provide this service as one of the C-DSP's on the North Aberdeen multiplex

The service is for the people of Aberdeen, and in particular those living in Cummings Park, Middlefield, Northfield, Seaton, Tillydrone, Torry and Woodside. Our studios are located in Woodside, at the heart of our target communities and within the licensed coverage area. It provides a voice for the disenfranchised, and supports and encourages individuals, groups, and partner agencies to actively participate in the production and presentation of programmes. It celebrates the diversity of the target communities and encourages views and opinions on local issues of concern.

Local people are key to the success of the station, with over 90 active volunteers contributing over 20,000 hours of volunteering per annum. The staff team within the organisation support volunteers to take part in content development, news gathering, presenting, production, mentoring and marketing. Local people are also actively involved in the governance of the station, including 12 active volunteers who meet as the shmuFM Radio Forum who advise on the day-to-day running of the station.

The station broadcasts at least 12 hours of original programming per day, with up to an additional 7 hours of repeat shows per day and 5 hours of automated music playlists.

The station broadcasts a programming split 65% music and 35% speech. Speech based programming is mainly broadcast throughout the day and music programmes during the evening and weekends. The station support partner organisations to produce speech-based programming which tackle a range of issues which are important to residents in our target communities. Locally produced music will feature on shows across the schedule. We also produce a show dedicated to local artists and bands - '57 North presents'

The station prioritises Community and Issue Based Shows, as well as programming produced by partner organisations. Our News Desk offers a comprehensive and relevant 'What's On' guide, which details events and activities running in our target communities as well as highlighting services available in these areas.

- 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):

N/A

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
shmuFM	C-DSP	Licensee
Mearns FM	C-DSP	Email confirmation
Buchan Radio	C-DSP	Email confirmation

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Grampian Hospital Radio	C-DSP	Email confirmation
Robert Gordon University Student Radio	C-DSP	Email confirmation
Aberdeen University Student Radio	C-DSP	Email confirmation
North East Scotland College Student Radio	C-DSP	Email confirmation
Reserved for C-DSP	C-DSP	To be confirmed
Reserved for C-DSP	C-DSP	To be confirmed
Reserved for C-DSP	C-DSP	To be confirmed
Timeless Radio	DSP	Email confirmation
45 Radio	DSP	Email confirmation

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:

Measures taken prior to submission of the license application

Online Promotion

Following Ofcom's launch of Round 3 and the open call for North Aberdeen SSDAB Licence applications, a webpage was launched to provide information about the project and the opportunities for potential service providers. This was accompanied by a press release distributed to local/regional press contacts and widely shared on social media. The website provided contact details and an expression of interest – the page can be found at - <https://aberdeendab.org.uk/>

Media Coverage

We promoted our plan to apply for and operate the Aberdeen North SSDAB service via our own website and via the radio industry trade press including the invitation for expressions of interest. This was covered in Radio Today and in our local media outlets and websites. Examples of media coverage, including social media, are provided in Part B Q6.1.

Local Research

Alongside public invitations, we conducted research to identify active community and internet radio services located in the region. We made contact to ensure that radio operators were aware of the opportunity and to assess local support needs. Building on the very strong links we have with the two local universities and the local College, we contacted them to make sure that they were aware of the opportunity that the service could offer their Student Radio stations. We also contacted the local Hospital Radio service and invited them to consider the opportunity.

Consultation

Following the receipt of expressions of interest we engaged in early conversations with potential C-DSP and DSP providers, however we did not enter into discussions around pricing and capacity at this stage as there is a great deal of uncertainty due to the fact that Aberdeen has been split into two services (Aberdeen North & Aberdeen South). At this stage we asked simply for an expression of interest, explaining that we would pick up discussions with the service provider once the licencing position for the city is clear.

Measures to be taken following the licence award

As it stands, at the time of application, we have enough expressions of interest to allocate 70% of the reserved capacity for our C-DSP service providers (7 out of 10 reserved), however the level of interest at this stage from commercial service providers has been lower than we had hoped and/or anticipated. We feel that this is due to the uncertainty around the SSDAB licencing position in Aberdeen, and fully expect that when the licence is secured, we can go back to the market with a far clearer offer and are confident that the level of demand will be significantly higher than the capacity available.

Assuming that to be the case we will undertake an open application process (including those who have submitted an expression of interest form) with a fixed window and transparent assessment criteria.

The exact criteria are still to be finalised, however if successful with our application, we would expect potential service providers to bear the following principles in mind when applying:

1. The localness of origin, or otherwise, of the programme service to our Aberdeen coverage area.
2. The extent to which the service provider has calculated how their service will appeal to listeners in the Aberdeen area.
3. An assessment of how the proposed service will compliment or extend the range of services carried on the Aberdeen DAB multiplex
4. The extent to which the proposed service is likely to attract the necessary funding or other financial support needed to commence and sustain broadcasting, ensuring the service can meet its contractual obligations.

In addition:

- Any allocation of capacity is subject to the Service Provider either holding a DSP or CDSP Licence or being able to demonstrate that they have submitted their application to Ofcom for a DSP or CDSP Licence.
- If all the reserved capacity spaces on the Mux have been allocated, additional service providers with CDSP's can be offered an unreserved space (assuming the diversity criteria is being met)
- If/when capacity on the MUX has been reached, a reserve list will be created with service providers kept up to date with any future availability.

For this second call, in addition to designing a fair and effective application process, we would reserve the right to revise the rate card in the light of experience and market conditions. Our key business objective for the second open call is to achieve a fully populated multiplex with a waiting list. Depending on the outcome we may then hold further calls for expressions of interest.

Measures to be taken following the launch of the service

Once the Multiplex have been launched, we will operate a transparent rate card policy, publicised via our website, which sets the maximum amount chargeable to any Service Provider for a given data rate.

The structure of our rate-card will underline our core aims of encouraging the transmission of services that are of relevance to and valued by members of the local community, encourages applications from not-for-profit organisations and seeks to establish long-term partnerships with these licence holders to optimise sustainability for both broadcaster and for the multiplex.

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 in 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:

MURRAY DAWSON

Date of application:

20 April 2022

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

A handwritten signature in black ink, appearing to read 'Murray Dawson', written over a horizontal line.

Company secretary & Chief Executive

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