
Small-scale radio multiplex licence

Application form – Part A (public)

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

Pure West Radio Limited

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

South Pembrokeshire

APPLICATION FORM:

Publication date: 14 July 2022

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2. Extent of proposed coverage area

- 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)

Our aim is to provide good quality indoor and outdoor coverage across the polygon in a way that maximises coverage yet stays within the parameters laid down by Ofcom in terms of overspill, overlap and the protection of other named polygons. We can achieve this through the use of the following transmission sites:

1. Allensbank (Narberth)

2. Penlan (Carmarthen)

The South Pembrokeshire polygon covers the major county towns and parish's, albeit across a large geographical area. The larger area's include; Milford Haven, Carmarthen, Haverfordwest, Pembroke, Pembroke Dock, Saundersfoot, Tenby, Narberth and Whitland. Due to the large coverage area and hills, two TX sites are required for the appropriate coverage. The County town, Haverfordwest and its ward, Withybush are home to the County Hall and general hospital. There is a rich sporting, agricultural and coastal heritage in this area with the only coast national park in the United Kingdom in this polygon. The second largest natural waterway in the world lies between Milford Haven and Pembroke Dock, which has strong fishing links and today houses some of the largest energy providers in the UK. This in turn creates prosperous job opportunity and wealth to these area's. Tenby & Saundersfoot are popular destinations for holiday makers and attract over three million visitors per year. Pembrokeshire as a whole attracts some seven million people a year in tourism, therefore, these two area's are of importance when looking at strategic sites.

Allensbank (Narberth) gives strong coverage to the south west in our key area's; Milford Haven, Haverfordwest, Pembroke, Pembroke Dock, Saundersfoot, Tenby and Narberth. All major roads are covered across these key area's on the outdoor coverage map.

Penlan (Carmarthen) gives the best coverage in the eastern part of the polygon with Carmarthen, the largest populated town in this area. This site allows the best indoor and outdoor coverage available. This area joins the major A road to the M4 so is a pivotal link road in the polygon.

Due to the geography and large area we have provision for a third TX site post award if deemed necessary when the multiplex has launched. This will be situated at Angle, on an existing TX site which would give more depth in regards to indoor coverage if required. More information is available upon request.

We are using existing TX sites due to accessibility, affordability, location and reduction to the environmental impact that a new TX site would have.

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 ht (m agl)	Antenna type & bearing	New/existing antenna	ERP (W)
Allensbank (Narberth)	SN111124	30m	OMNI	New	200W
Penlan	SN410212	12m	OMNI	New	200W

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

A full coverage prediction map for the whole of the transmitter network is included in the Appendix G. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dBµV/m field strength;

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

The transmitter network has been designed to minimise any significant interference above 38 dBµV/m to other proposed small-scale DAB licence areas.

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

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

3. Ability to establish the proposed service

Applicant's details

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

Pure West Radio Limited

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

11159644

- 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:

1 St Mary's Street, Haverfordwest, Pembrokeshire, SA61 2DR

- 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
Toby Ellis	1 St Mary's Street, Haverfordwest, Pembrokeshire, SA61 2DR	UK	N/A	N/A
Jill Victoria Ellis	9 Heritage Park, Haverfordwest, Pembs, SA61 2QF	UK	N/A	N/A

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

Benjamin Peter Stone	36 Alstone Croft Cheltenham Gloucestershire GL51 8HA	UK	N/A	Gigaclear
Emyr Wyn James	33 St Michaels Road Pembroke Pembrokeshire SA71 5JQ	UK	N/A	Pembrokeshire County Council
Marc Liam Tierney	Glenaur Efailwen Clynderwen Carmarthenshire SA667UY	UK	Cleddau Community Media (Director) Radio Broadcasting	Pembrokeshire County Council

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
Toby Ellis	90	£90	90%	20%
Jill Ellis	10	£10	10%	20%
Ben Stone				20%
Emyr James				20%
Marc Tierney				20%
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)
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)
See attached appendix H		

- 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:

Full name of individual	Name of body in which individual is a director or designated member
N/A	

- 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:

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.

Name of body corporate identified in Q3.8				
Full name of participant	No. 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	Yes	Marc Liam Tierney, Pembrokeshire County Council, County Councillor. Director of the applicant company.
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; ²	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

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

Details of applications, licences and sanctions

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

a) Is the applicant a current licensee of Ofcom?

No

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

No

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

Yes

d) Does the applicant control an existing Ofcom licensee?

No

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

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
(c)	SRSL104642BA/1	Pure West Radio: Toby Ellis, Jill Ellis, Ben Stone and Emyr James
(c)	AL000272BA/5	Radio Pembrokeshire: Marc Tierney, Ben Stone, Emyr James and Toby Ellis
(c)	AL000289BA/5	Radio Carmarthenshire/Scarlet FM: Ben Stone, Emyr James and Toby Ellis
(c)	AL102588BA/1	Radio Ceredigion: Ben Stone, Emyr James and Toby Ellis
(c)		Cleddau FM: Marc Tierney and Emyr James
(c)		Newport FM: Marc Tierney
(c)	AL000090BA/3	Swansea Sound: Marc Tierney and Emyr James
(c)	AL000317BA/3	Kick FM: Ben Stone
(c)		Morrison Hospital: Emyr James
(c)	AL000091BA/6	The Wave: Emyr James
(c)		Valleys Radio: Emyr James
(c)		Withybush FM: Emyr James
(c)		Afan FM: Emyr James
(c)		Preseli FM: Marc Tierney and Emyr James
(c)		Herald Radio: Toby Ellis

- 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.

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	N/A	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.

A detailed financial forecast that sets out establishment costs, annual income & outgoings with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency for inflation reaching 15% built in to the figures.

Capital Investment – £34,000

The main capital investment is the multiplexing & transmission system. In selecting Viamux to provide the small-scale DAB solution as well as professional services (project management, site surveys, network design and build, software configuration, installation, training and ongoing support) we were mindful of their wealth of experience implementing DAB systems, the competitive pricing of their solution and the many customer references they have in the UK.

Operating Costs – £15,000 (per annum)

Transmission

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

Technical Support & Maintenance

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

Small-Scale DAB Management Software

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

Administration

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

Funding

The project is funded through a combination of equity and a shareholder working capital. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

There is no requirement for additional share capital to meet the costs outlined above.

b) Loan stock

As indicated in the financial appendices, a working capital investment will be provided by Pure West Radio Limited. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

There is no requirement for grants or donations. However, we have potential grant availability from the local authority subject to award.

f) Other (please specify)

None

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Pure West Radio Limited		£34,000

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.)

General Management

Post award, we will take responsibility for the day-to-day general management of the multiplex operation - managing commercial, financial and operational matters. This is simplified through the use of Optimux and with the ongoing support of Viamux.

Tasks include, but are not limited to;

- Recruiting new services;
- Issuing carriage agreements;
- Invoice management;
- Payment collection; and
- Working with programme services to ensure DSPS and regulatory licence compliance.
- Monitoring and Ofcom reporting

We will also be responsible for ongoing; accounts, IT, admin, legal, customer service and technical support.

Team

The participants share a track record of successfully establishing and operating broadcasting operations.

Toby Ellis has nearly twenty years broadcasting experience and working with industry professionals from a very young age. Nation Broadcasting, Presenter on Radio Pembrokeshire, Radio Carmarthenshire, Scarlet FM and Radio Ceredigion (2003-2016) Station Manager of two successful radio stations in Pembrokeshire and in this capacity responsible, and over seeing all area's of the operation of each station. Herald Radio, Presenter, Programme Director and Station Manager (2017) Pure West Radio, Presenter, Station Manager & Director (2018 – Present) Hosted the Radio Pembrokeshire Young Achiever Awards 2013, 2014, 2015 & 2016. Hosted the Radio Carmarthenshire Young Achiever Awards 2015 & 2016. Hosted the Radio Pembrokeshire Big Night Out 2015 at Oakwood Theme Park.

Working in various capacities on FM, DAB and online stations with the recent award for an RSL for 28 days (July - August 2022). Outside of this Toby has been a member of the Haverfordwest Business Circle, committee member for Haverfoodfest a food festival that attracts over 8000 people annually, former trustee of Haverfordwest Town Museum and organiser of local music festival Pembs Fest. Former General manager and assistant manager of two successful music venues in Pembrokeshire and established regular DJ at various venues across Wales. Circles Entertainment, Group Entertainment Manager and Assistant Manager. Matisse Music Venue, The Quay & The Venue, Circles Nightclub and Prince of Wales (2004-2008). Ocon Fire & Security, Accounts Department (2008-2009) Labyrinth Live Music & Sports Bar General Manager (2012-2015) Toby also represented Wales in the European Championships in Holland 2003 in Ten Pin Bowling.

Ben Stone has a long standing history in broadcasting, including Radio Pembrokeshire Breakfast Show presenter and Programme manager (2006-2008) (2009-2012). Ben recorded consistently high rajar figures for Radio Pembrokeshire, leaving them on a 50% reach in March 2012. He was also Former Programme Manager for Kick FM in West Berkshire (2008-2009). As an award winning presenter Ben picked up the Arqiva Award for Specialist Programme of the Year for the "Friday Night Sports Show with Bill and Ben" in 2010. Pure West Radio Director (2022 - present). Ben is an experienced manager both in and out of radio with a strong record of supporting and mentoring colleagues. Experienced communications professional in both the public and private sector with various roles across these areas, in particular strong political experience and judgement having worked as an Office Manager for an MP for seven years. Ben is a keen runner and has taken part in over 50 Parkruns as well as 10ks, half and full marathons and is a big supporter of local sports clubs and organisations.


Marc Tierney has extensive experience in all aspects of radio broadcasting spanning three decades.

He began his broadcasting career at the age of 16 producing and presenting a youth radio programme on a commercial radio station in the Republic of Ireland. He studied media production at the University of the West of England whilst broadcasting on BBC and commercial radio stations across Wales and the west of England at Metronetworks/Trafficlink Bristol (1998-2002). He joined the newly launched Radio Pembrokeshire as Programme Manager in 2003 and was part of the award winning team responsible for delivering highly successful listenership figures. Marc has experience of leading community radio projects working with volunteers and developing local partnerships to test market support for commercial and community media operations including Newport FM (2004), Wales' first eco-friendly station and RSL, Preseli FM (2005), and Cleddau Radio (2004 - present). Marc spent almost a decade as a broadcaster with Swansea Sound. Marc joined Pure West Radio as a Director to share his wealth of experience and to support the growth of community radio in west Wales. He has a positive legacy at each station he has worked at and has trained and mentored, as well as inspired many radio professionals within the community media sector. Outside of his media interest, Marc is active in his local community, including as former Trustee and Chair of Chernobyl Children's Lifeline, South Pembrokeshire (2008-2012) and former Trustee of the County Voluntary Council, Pembrokeshire Association of Voluntary Services (2013-2022). As a recently elected County councillor it demonstrates he has public support and strong stature in the locality.

Emyr James has been involved in radio broadcast for nearly three decades, having been a presenter at Radio Freeway, Morriston Hospital Swansea (1994-1998) Freelance Welsh Language Presenter - Swansea Sound, Gowerton, Swansea (1999-2000) Production Assistant - 96.4FM The Wave, Swansea (1999-2000) Welsh Presenter - Valleys Radio, Ebbw Vale (2000) Presenter Withybush FM, Withybush Hospital Radio, Haverfordwest (2002-2004) Presenter Afan FM (Trial Broadcast) Neath and Port Talbot, April (2004), Presenter Preseli FM (Trial Broadcast) North Pembrokeshire (2005) Presenter - Cleddau Radio (Trial Broadcast and online service) South Pembrokeshire (2006-2010) Freelance Presenter Radio Pembrokeshire, Radio Carmarthenshire and Radio Ceredigion (Nation Broadcasting LTD), Narberth (2012-2015) and Welsh Presenter (Volunteer) Pure West Radio, Haverfordwest (2019 - Present) & Pure West Radio Director (2022 - present). His long standing commitment to the radio industry is to be admired and attention to detail. Emyr is fluent in Welsh and is also a keen rugby and football supporter.

Jill Ellis has been a key member of Pure West Radio since it's inception. Supporting the administration, HR, policies and health & safety. Jill's experience of being a professionally trained secretary (1973-2012) and secretary for a financial consultant (2003-2012) has enabled a wealth of knowledge to assist the daily running and up keep of the station. Jill is a presenter on Pure West Radio (2020-present) of a lifestyle show and often has many guests, contributors and strong links to the community with many of the shows being live outside broadcasts at events. Pure West Radio Secretary (2022 - present). Jill has been a director of Baubo Moon Belly Dance (2010-2013) leading the group to many exciting performances. Jill's hobbies include dancing , singing and being a member of the local choir.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux Ltd	 <p>Viamux is a leading supplier of small-scale DAB solutions in the UK & Republic of Ireland. Established in 2017, Viamux specialises in Ofcom licence applications and coverage predictions as well as designing, building, installing, operating and maintaining small-scale radio multiplexes with clients in:</p> <ul style="list-style-type: none"> • Manchester, • Edinburgh, • Blackpool, • Cardiff, • Newcastle & Gateshead, • Derry/London Derry, • Exeter, • Preston, • Warrington, Widnes & Runcorn, • Cheshire East • Cheshire Mid • Nottingham. <p>More info: www.viamux.com</p>
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux 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:

Our aim is to launch the multiplex within 6 months of the licence award subject to Ofcom approval of our final technical plan.

Funding is already in place and Heads-of-Terms are sufficient to exceed the operating costs of the multiplex. We are continuing to actively pursue all expressions of interest and are confident to launch with a strong line-up of services.

Following the 'Guide to Launching' flowchart and the procedures set out in Ofcom's Technical Policy Guidance we aim to accelerate the implementation timetable by focusing on stages A to E.

Stages:

- A. In response to any technical mitigations in the award letter, we aim to finalise our site agreements and technical plan and submit to Ofcom within 4 weeks.
- B. On receipt of the hole punching document we will liaise with the national & local multiplex operators immediately. Responses received will be sent to Ofcom.
- C. Once the technical plan is signed off by Ofcom the equipment will be ordered and specifications shared with Ofcom. Installation date is scheduled and Ofcom is notified with twenty days' notice.
- D. Equipment is installed and commissioned.

As a leading small-scale DAB provider, Viamux will manage the implementation of the project. Availability of all equipment, software and professional services to meet our timescales are already confirmed.

We will be responsible for finalising site agreements and arranging broadband connectivity. A project GANTT chart (Appendix E) details the tasks, activities and timescales under which the implementation will be governed to achieve our target launch date.

3.24 In addition, please provide, as an annex to be submitted with this application, an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high level activities and tasks leading up to the launch of your multiplex service.

The project GANTT chart (Appendix E) sets out the precise, key stages in the implementation of the multiplex together with the timeline.

Small-scale radio multiplex licence: Application form (Part A)



Please see Appendix J for full page diagram

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

Involvement of C-DSP providers

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

No

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

N/A

- 4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. In this context, a "participant" refers to a person who holds or is beneficially entitled to shares in the applicant or possesses voting power in the applicant. If the service is already licensed by Ofcom, the licence number should be provided. Please refer to the nature of the participation (e.g. shareholding or agreement in relation to voting power):

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
Haverfordwest High Radio	C-DSP	Head of terms
Pembrokeshire Community Hub Radio	C-DSP	Head of terms
Greenhill Radio (Greenhill Tenby School)	C-DSP	Head of terms
Withybush Radio (Hospital)	C-DSP	Head of terms
Coleg Sir Benfro Radio	C-DSP	Head of terms
Sianel Cymraeg Sir Benfro	C-DSP	Head of terms
Pure West Radio	DSP	Heads of terms
Pure West Sport	DSP	Head of terms
Pure West Dance	DSP	Head of terms
Pure West Rock	DSP	Head of terms
Pure Talk	DSP	Head of terms
Pembs Pride	DSP	Head of terms
Gaydio	DSP	Expression of interest
Vision Arts Radio	DSP	Head of terms
Coast Aquatics Radio	DSP	Head of terms
Cleddau FM	DSP	Head of terms
Core Future Music	DSP	Head of terms
Jazz Box Radio	DSP	Head of terms
Folly Farm Radio	DSP	Head of terms
Bluestone Radio	DSP	Head of terms
Care FM	DSP	Head of terms
Sentimental Radio	DSP	Head of terms

Cubs Cwtch Radio	DSP	Head of terms
Synergy Fitness Radio	DSP	Head of terms
Panjab Radio	DSP	Head of terms

5. Fair and effective competition

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

Prior to submission of this licence application, we have taken the following measures to identify and engage with services providers:

- Outreach - We have conducted extensive research to identify active community radio and internet radio services. We made direct contact via email and phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the college and the local schools to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio service with the same offer.
- Consultation - Following the receipt of expressions of interest we engaged in early conversations with potential C-DSP and DSP providers, to give them an indication of pricing and capacity. From the consultation we were able to identify those that would enter into heads of terms and those that were keen but were only able to commit to an expression of interest at this stage.

Following the award of licence, we will take steps to secure carriage agreements with those services that have signed heads of terms and engage openly with those services providers who completed expressions of interest and to offer our services to the wider radio community:

- Online Promotion – We will launch a website at <https://www.purewestmux.com> to provide information about the project and the opportunities for prospective service providers.
- Media Coverage - We will send a press release to local/regional press and Radio Today. Have an extensive outreach to partners and regional social media campaign.
- Local Marketing - The services will have an individual strategic marketing campaign across press, social media and online of the launch of the service in the area.

Allocation or reservation of capacity is subject to the Service Provider either holding a DSP or C-DSP Licence or being able to demonstrate that they have submitted their application to Ofcom for a DSP or C-DSP Licence, respectively.

- If all the reserved capacity spaces on the multiplex have been allocated, additional service providers with C-DSP's can be offered an unreserved space
- If the capacity on the multiplex is reached, a waiting list will be created with service providers kept up to date on any future availability.

Throughout this process, we have openly discussed our transmission plans, carriage terms and indicative fees. We have engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. As stated above, each service provider will enter into a carriage agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider. In contracting or offering to contract with programme services providers, we will continue to act in a manner that ensures fair and effective competition.

Following the launch of the multiplex, we will continue to operate a transparent rate card policy, published on our website. The structure of our rate-card will reflect our core aim of supporting and encouraging community broadcasting by C-DSP licensed services with pricing to help them establish a long-lasting partnership with us for mutual sustainability.

6. Declaration

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

Full name (BLOCK CAPITALS) of the person authorised to make the application of behalf of the applicant:

TOBY ELLIS

Date of application:

13th October 2022

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

Company director.