
Small-scale radio multiplex licence

Application form – Part A (public)

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

U.DAB LTD

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

NORTH LONDON POLYGON



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1. Overview

U.DAB has delivered a successful trial multiplex in London since 2015.

Our application has not been created to simply satisfy the various sections of the document – far from it. It is the result of a combined effort over many years of the various parties involved – most of whom have worked successfully together for decades.

U.DAB founder Martin Spencer has set out to ensure all those involved had the same objectives, sensitivities and similar backgrounds – fundamentally, a history demonstrating an understanding and ability to establish successful radio related operations of this scale, without compromise.

- Our board and shareholders have extensive experience building businesses and teams, and have achieved some notable successes over four decades whilst operating efficiently within restrictive budgets in both the community and commercial sectors.
- Our board and shareholders bring a wide range of radio experience – from radio and audio production to technical solutions and multiplex management, across community and commercial radio, and have come together in U.DAB – a model that's collaborative and supportive.
- Our confirmed service providers represent the full scope of community radio from local stations based within North London to those that have developed to serve distinct communities of interest over wider areas; plus a range of commercial operations – both local and beyond.

U.DAB is a remarkable grouping of community stations, commercial stations, transmission engineering providers and individuals, with a truly dedicated history – they have all succeeded in their own right, without selling out. They bring a combined level of experience, expertise and proven ability that is second to none.

This is the only small-scale DAB application that U.DAB and this grouping will be making – we are committed to North London.

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):

U.DAB will deliver coverage to 93% of the North London polygon population per Ofcom's planning assumption for small scale DAB (63dB/uV/m).

The key technical criteria are:

- Deliver a reliable, robust and efficient DAB service covering the vast majority of the populated areas of the North London polygon.
- Ensure the editorial areas of our key in-area community stations are served.
- Provide the above coverage at an affordable rate for our service providers – with particular sensitivity for our community stations.
- Minimise outgoing interference by use of directional antennas pointing inwards towards the centre of the polygon.
- Minimise overspill into adjacent polygons.
- Achieve the above within a sustainable, long-term business plan.

Our proposal is to operate with six sites at Wavell House (Highgate), Greystead Road (Honor Oak Park), Campden Hill Towers (Notting Hill), Peregrine House (Angel Islington), Holden Point (Newham) and Pennine House (Edmonton).

In total, our proposed coverage reaches:

North London Polygon Population	3,640,216
Population covered @ 63dBuV - Total	3,993,167
Population covered @ 63dBuV - Within Polygon	3,385,381
Population covered @ 63dBuV - Coverage % within Polygon	93.0%
 Overspill population	 607,786
Overspill population - Percentage of Polygon	16.7%
 Overlap with London 3:	 39.5%

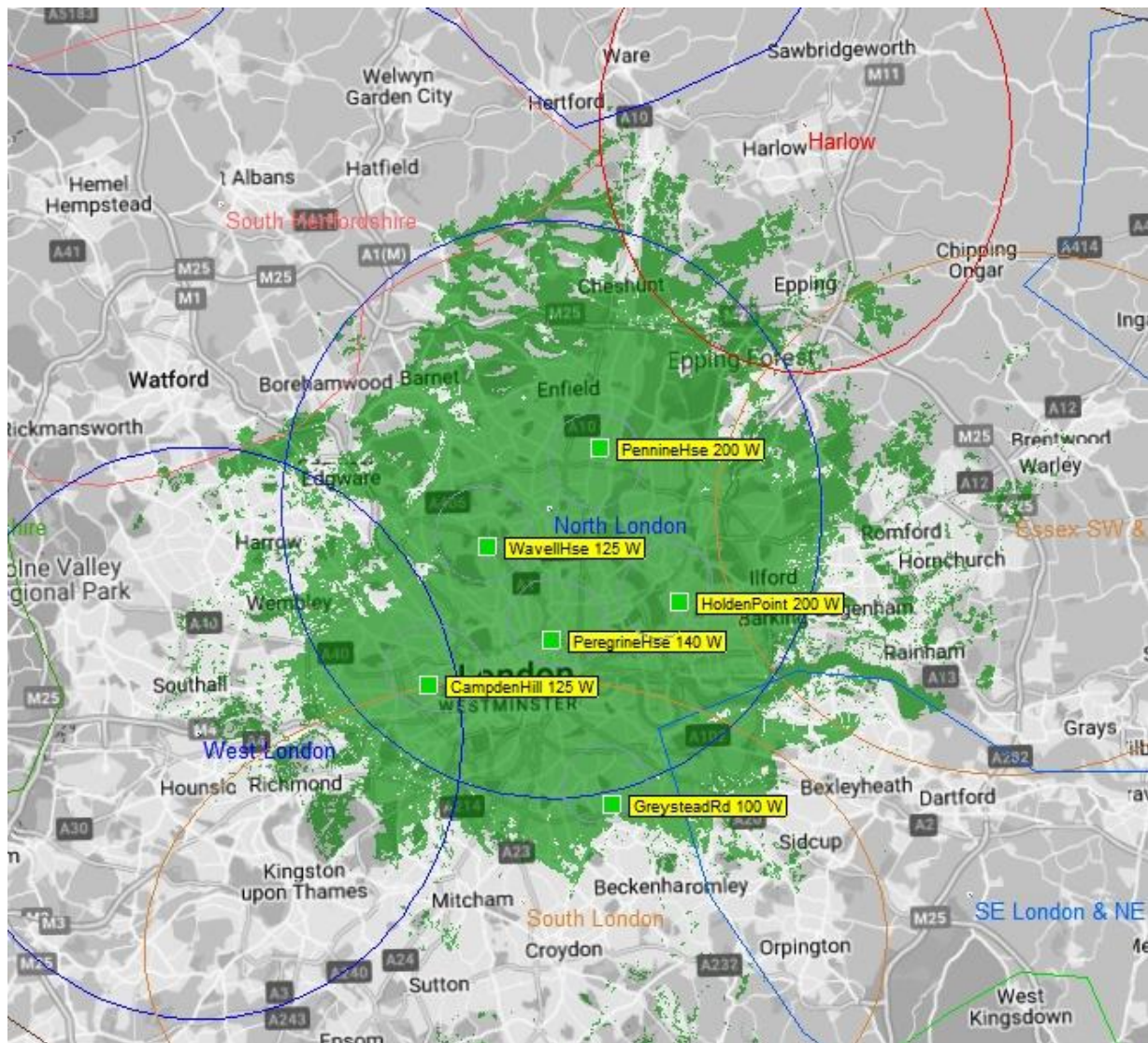
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2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type proposed with bearing	New or existing antenna	ERP (W)
Wavell House (Highgate)	TQ 284 880	42	Dipoles on Mast 340ETNmax	New	125
Greystead Road (Honor Oak Park)	TQ 352 738	35	ZL Special / HB9CB 340ETNmax	New	100
Campden Hill Towers (Notting Hill)	TQ 251 804	57	2-eles 20ETNmax	Existing (Re-oriented)	125
Peregrine House (Angel Islington)	TQ 319 829	83	2-eles 20ETNmax	New	140
Holden Point (Newham)	TQ 388 849	68	2-eles 310ETNmax	New	200
Pennine House (Edmonton)	TQ 345 934	74	Dipoles on Mast 200ETNmax	New	200

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- 2.3 Please provide below a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour. Small-scale DAB licence areas in GIS format are available on the Ofcom website. In the interests of transparency, you *must* embed an inline map image within this form (even if you also submit a map as a separate supporting file).



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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 v2023.1
Detail the terrain model used by the software and its resolution.	Ordnance Survey Terrain 50m
Detail the ground cover (clutter) data used by the software and its resolution.	DEFRA & OSM at 50m
What propagation algorithm has been used?	Pre-Defined Model: Fresnel ITU-R 1812-6 Deygout 94 with coarse integration and FZ fraction 0.8
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom provided population data (2011 census)
Have your predictions been generated by a commercial organisation? If so, by whom?	Audessence Ltd

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):

U.DAB Ltd

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

12215275

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:

**Kingfisher House, Hurstwood Grange, Hurstwood Lane, Haywards Heath,
West Sussex, RH17 7QX**

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

Yes

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

Ownership and control of company which will hold the licence

Details of officers

3.5 Please complete the following table, expanding it if necessary, to provide the following details for each director or designated member of the applicant (i.e. the body corporate that will hold the licence):

Full name of Individual	Correspondence Address	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Martin Spencer	Kingfisher House Hurstwood Grange Hurstwood Lane Haywards Heath RH17 7QX	UK	Audessence Ltd	Managing Director @ Audessence Ltd
Sammy Jacob	3 Altair Court 204 Southgate Road London N1 3HA	UK	The Music Machine Ltd	Station Manager @ BandLab Radio, CDN (Camden Xperience)
Gregory Watson	Greenworks Dog and Duck Yard Princeton Street London WC1R 4BH	UK	MuxNet Ltd, MuxNet UK Ltd, Children's Radio UK Ltd, Children's Radio UK (London) Ltd, Inspiring Audio Ltd, Upload Radio Ltd, Folder Media Ltd, Folder & Co Ltd, Folder & Co Two Ltd, Folder Media Digital Investments Ltd, Muxco Ltd, Muxco Investments Ltd, Muxco South Midlands Ltd, Muxco North East Wales and West Cheshire Ltd, Triple Muxco Somerset Ltd, Muxco Surrey and North Sussex Ltd, Muxco Lincolnshire Ltd, Muxco North Yorkshire Ltd, Muxco Suffolk Ltd, Muxco Cumbria Ltd, Hallett Arendt Marketing and Research Ltd, St Andrew's Club, Watercress Line Heritage Railway Trust Ltd, Wadebridge (34007) Locomotive Ltd, Kent Capacity Co Ltd, South Birmingham Digital Radio Ltd, South Birmingham Community Radio	Managing Director @ Folder Media Ltd, Children's Radio UK Ltd, MuxCo Ltd

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			Ltd, West Kent DAB Ltd , Kent Coast DAB Ltd, Med- way & Swale DAB Ltd	
Keith Renton	39 Chilham Road Mottingham London SE9 4BE	UK	Solar Broadcasting Ltd	Director - Head of Engineering and Programming
Peter Lanceley	Studio 1 6-8 Cole Street London SE1 4YH	UK	London Musicians Collective Ltd	Chief Operating Officer @ Resonance
Ivor Etienne	2nd Floor 89-93 High Street London NW10 4NX	UK	Bang Media and Entertain- ment Ltd, Ultra Media Pro- ductions Ltd	CEO The Beat Lon- don
Comments Peter Lanceley and Ivor Etienne represent the interests of our six Community Radio shareholders.				

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
Audessence Ltd	184	£42,735	48.2%	46.25%
Sammy Jacob	61	£14,091	15.9%	15.25%
Muxnet Ltd	61	£28,121	31.7%	15.25%
London Musicians Collective Ltd	22	£22	0.0%	5.50%
Solar Broadcasting Ltd	16	£3,696	4.2%	4.00%
Nusound Radio Ltd	11	£11	0.0%	2.75%
EMI Media Ltd	11	£11	0.0%	2.75%
Reprezent Ltd	11	£11	0.0%	2.75%
Rinse FM	11	£11	0.0%	2.75%
Bang Media And Entertainment Ltd	11	£11	0.0%	2.75%
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 (or 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):

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
Audessence Ltd	Kingfisher House Hurstwood Grange Hurstwood Lane Haywards Heath RH17 7QX	Martin Spencer
MuxNet Ltd, MuxNet UK Ltd, Children's Radio UK Ltd, Children's Radio UK (London) Ltd, Inspiring Audio Ltd, Upload Radio Ltd, Folder Media Ltd, Folder & Co Ltd, Folder Media Digital Investments Ltd	Greenworks Dog and Duck Yard Princeton Street London WC1R 4BH	Gregory Watson

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 over-leaf, 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				

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;	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?

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?

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”)?

Yes

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

No

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

No

h) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

No

i) Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

No

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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)	Details
(a)		
(b)		
(c)	SSDABWT003 Numerous RSLs DP101078 DP000051 / DP102178 DP102939 DL000049 DL000054 DL000050 DL000057 DL000053 DL000055 DL101051 DL104302 DL000058 DS103908 DP101076 CR000069 CR102865 CR000224 CR000060 CR000225 CR000068	Audessence Ltd – Martin Spencer Sammy Jacob Sammy Jacob Children’s Radio UK Ltd – Gregory Watson Upload Radio Ltd – Gregory Watson MuxCo North East Wales & West Cheshire Ltd – Gregory Watson MuxCo South Midlands Ltd (Gloucs) – Gregory Watson MuxCo South Midlands Ltd (Hereford Worcester) – Gregory Watson MuxCo Surrey & North Sussex Ltd – Gregory Watson MuxCo North Yorkshire Ltd – Gregory Watson MuxCo Lincolnshire Ltd – Gregory Watson MuxCo Suffolk Ltd – Gregory Watson MuxCo Cumbria Ltd – Gregory Watson Triple MuxCo Somerset Ltd – Gregory Watson South Birmingham Digital Radio Ltd – Gregory Watson Solar Broadcasting Ltd Nusound Radio Ltd EMI Media Ltd Reprezent Ltd London Musicians Collective Ltd Rinse FM Bang Media And Entertainment Ltd
(d)	SSDABWT003	Audessence Ltd – Martin Spencer
(e)	SSDABWT003	Audessence Ltd – Martin Spencer
(f)		
(g)		
(h)		
(i)		

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- 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

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.

The focus of the U.DAB business model is to ensure sufficient capital for the duration of the licence period – principally (a) to cover the multiplex capex and operational financial requirements, (b) ensure the ability to provide reliable carriage for community radio services and other services at reasonable non-prohibitive cost, and (c) maintain the required transmission coverage and overall quality of the multiplex service.

We have therefore:

- a) created a shareholding structure that includes investors with sufficient financial muscle, experience and expertise (with many based in London), along with community radio stations operating within the transmission coverage area, ensuring they are represented as both Shareholders and Board Directors.
- b) created a multiplex rate card strategy whereby larger commercial operators pay a significantly higher carriage fee (per Capacity Unit) relative to community stations – a model pioneered on the Trial London Multiplex, and a model adopted by many small-scale multiplexes across the UK.
- c) ensured there is sufficient capital from the outset to cover both Capital and Operational Expenditure with significant financial reserves – with the investors agreeing and committing to providing 100% of the required funding via a Shareholders Agreement.
- d) taken a cautious approach, stress testing the model with a 25% decline in forecast revenues, with resulting sufficient reserves.

Establishing the new Multiplex - costs

UDAB is already operating three SSDAB transmission sites and we hope to continue using these sites, albeit with changes necessitated by new requirements to limit overspill and outgoing interference to other polygons in the South-East Macro Area.

One of these existing sites may have to be moved to a different building a couple of hundred metres from the existing site, with the two other sites almost certainly requiring new antennas and retuning of filters to accommodate the likelihood of a frequency change and the near certainty of new directional constraints on their radiation patterns.

We have made pragmatic and conservative assumptions concerning services and equipment required, planning to refurbish and reuse where it is sensible to do so, avoiding unnecessary waste and expense. Inefficient Class-B amps will in several cases be retired to spare status (after being refurbished) and replaced with new high-efficiency Doherty amps.

We have also considered likely scenarios for migrating from the Central London Trial on block 9A to the new North London multiplex on an as-yet undefined block. There are several unknowns remaining at the time of writing, such as whether the old antennas will be usable (even on a temporary basis) on the new frequency.

Taking all the above into account, capital provision of £66,397 has been made to refurbish three sites and build a further three from scratch. Our application budget was £6,500, making the total for principal capital items £72,897.

Funding

The company will be funded through a combination of equity and shareholder working capital loan. The shareholders have confirmed and demonstrated their ability to cover the funding.

Please see Business Plan attached in Appendix G.

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

a) Share capital	£400
b) Loan stock from shareholders	£88,320
c) Leasing/HP facilities (capital value)	£0
d) Bank overdraft	£0
e) Grants and donations	£0
f) Other (please specify)	£0
Total	£88,720

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 (£)
Audessence Ltd	46.25%	£42,735
Sammy Jacob	15.25%	£14,091
Muxnet Ltd	15.25%	£28,121
Solar Broadcasting Ltd	4.00%	£3,696
London Musicians Collective Ltd	5.50%	£22
Nusound Radio Ltd	2.75%	£11
EMI Media Ltd	2.75%	£11
Reprezent Ltd	2.75%	£11
Rinse FM	2.75%	£11
Bang Media And Entertainment Ltd	2.75%	£11

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.

Confirmation of Funding is provided within Appendix G.

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.)

U. DAB Ltd is a remarkable grouping of radio individuals and organisations, with impressive histories. They each bring complimentary experience and skills:

- **Audessence** launched and has operated the Trial London SSDAB multiplex since 2015 and has extensive engineering and transmission experience.
- **Sammy Jacob** has been involved in radio management, engineering and production for over 38 years, and is a leading industry visionary.
- **MuxNet** includes Gregory Watson and Matt Deegan who have been involved in DAB broadcasting since 1999, bringing deep expertise in DAB business operations and multiplex management.
- **Keith Renton** (Solar Broadcasting) has been involved in radio for over 32 years. He was the station launch engineer for KISS 100 and currently manages all aspects of Solar Radio's engineering, along with assisting Martin Spencer with the Trial London multiplex.

Day to Day Engineering and Multiplex Management

Our operational model is based on three key factors:

- a) Ensuring coverage maximises the opportunity with sufficient robust signal, whilst taking into account interference sensitivities.
- b) Provision of sufficient infrastructure and human resource (with appropriate experience and expertise) to ensure robust operation, with a high level of redundancy to keep the multiplex operational.
- c) Keeping the operational cost to a viable level by utilising many of the shareholders transmission facilities, contacts and unparalleled low-cost operational experience.

Audessence established and has maintained the small-scale Central London Trial multiplex since launch, delivering a high-quality service with down-time of <0.2%.

Audessence will provide multiplex engineering via a Service Agreement, including:

- Development and installation of the transmitter network.
- Maintaining and upgrading the multiplex system hardware and software.
- Day to day operational management, including overseeing bit rate variations and enhancements, monitoring and fault reporting, liaising with service providers – ensuring appropriate audio distribution and source encoding and working with service providers to maximise multiplex functionality and efficiency.

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- Regulatory and Health & Safety matters.

MuxNet, through Gregory Watson, Matt Deegan and Nick Piggott, also have significant experience operating local DAB multiplexes and more recently small-scale DAB.

MuxNet will manage the general administration of the company, including:

- Promoting the multiplex and carriage opportunities, including website management.
- Contracting of services to ensure the multiplex is always full.
- Liaising with programme services to ensure regulatory licence compliance.
- Invoice management and payment collection.
- Financial accounting and reporting.

Key Personnel

U.DAB's board comprises six directors, four with strong local connections, who bring a combined skill set with demonstrable know-how and capabilities to oversee successful launch and operation of this proposed service. This in turn is underpinned by specialist expertise from our technical partner.

- **Martin Spencer** has founded three companies (Phoenix Communications, Radica Broadcast Systems Ltd and Audessence Ltd) all focused on enabling smaller and independent stations in the radio industry to succeed. This included pioneering some of the first equipment & systems to market for every new category of broadcast radio licence since 1985: RSLs, Incrementals, Radio Cracker, LPAM, Access & Community Radio. Assisting with BEX (the original 2012 Brighton SSDAB Trial), and since 2015 establishing and running the London SSDAB Trial. Transforming ambitions for new stations into affordable reality within the full range of technologies and business models, Martin has worked with most of the leading Community Radio & small commercial stations in London for many years.
- **Sammy Jacob** has been involved in the radio industry for over 38 years. He is a founder of Xfm, NME Radio and CDN (Camden Xperience) with significant experience across RSLs and full-time analogue and digital licences, with considerable engineering experience both studios and transmission. Sammy is a recognised industry leader and was the first person to speak on the matter of SSDAB at TechCon 2015. Sammy has lived his entire life within North London and currently resides in Islington N1.
- **Gregory Watson** has worked in radio since 1991 in a range of management positions. Gregory has been involved in DAB since 1999 with the launch of Digital One and subsequent development of the Now Digital Network. Since 2008, with Matt Deegan and Nicky Tate they have successfully built the MuxCo network working with local shareholders to ensure that all broadcasters have opportunities to participate in DAB

and also Fun Kids, the UK's award-winning children's radio station. Gregory has deep experience of regulatory and business affairs, whilst Matt has been involved with strategic and commercial development of digital radio for many years and leads on commercial opportunities. Gregory and Matt have lived and worked in London for over 22 years.

- **Keith Renton** has over 32 years of radio experience. He was the station launch engineer for KISS 100. Keith is currently a director and part of the management team at Solar Broadcasting, managing all aspects of engineering whilst also holding the position of Programme Controller. Since 2015, Keith has additionally assisted Martin Spencer at U.DAB, including identifying and securing transmission sites, signal monitoring and general engineering support. Keith has lived in London his entire life.
- **Peter Lanceley** is Chief Operating Officer at Resonance with substantial experience in an influential arts charity looking after operations, technical, finance, compliance and editorial. After leading on the launch of Resonance EXTRA, Peter oversaw a nationwide DAB roll-out to five cities.
- **Ivor Etienne** has worked in radio – BBC and commercial since 1983, joining Choice FM in 1996 initially as breakfast show producer but then promoted to programme controller and to managing director. After its acquisition by Global, Ivor was appointed Programme Director at Club Asia Radio, and more recently helped set up The Beat London 103.6FM and work as a consultant for Playvybx Radio and Megalectrics in Nigeria.

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- 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	Audessence	Audessence has significant experience in delivering and operating small-scale multiplexes – operating the North London Trial multiplex continually since 2015 and assisting with others in Brighton and Norwich
Ongoing maintenance of the transmission equipment	Audessence	
Installation of the Multiplexing equipment	Audessence	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Audessence	

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 aim to launch the North London small-scale DAB multiplex within 12 months of approval of our technical plan.

Upon award, we will immediately extend existing transmission agreements and finalise those proposed additional sites we have negotiated. Once complete, we will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

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

Our timeline then focuses on the following key stages:

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

We already have much of the required equipment and have confirmed the availability of the remaining items and professional services to meet our timescales.

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

A GANTT chart is included in Appendix E.

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):

The following Shareholders currently hold community analogue licences. We understand they intend to hold C-DSP licences upon award of the North London Multiplex.

- Nusound Radio Ltd - CR000069
- Rainbow Broadcasting Ltd - CR102865
- Reprezent Ltd - CR000224
- London Musicians Collective Ltd - CR000060
- Rinse FM - CR000225
- Bang Media And Entertainment Ltd - CR000068

NuSound Radio is a Newham based community station. It's inclusive in nature and provides listeners from all backgrounds with social gain through the promotion of healthy living and providing training opportunities.

Rainbow Radio is a Brixton based community station, catering for the needs and interests of the African migrant communities principally from Ghana and Nigeria.

Reprezent is for 13-25 year olds, giving them access to a platform for discussing issues that matter to them, representing their views, and featuring music they like. With bases in Peckham and Brixton, the service encourages local young people to play an active role in their community, challenging negative perceptions and raising aspirations. The station is youth-led, both in its programming content and in its delivery of non-broadcast activities.

Resonance seeks to discover, encourage and support a diverse range of artistic voices through radio - from first-timers to seasoned broadcasters. Its ambition is to provide a broadcast platform through which as many people as possible can exercise the right freely to participate in the cultural life of the community and to enjoy the arts.

Rinse FM is a Hoxton based Community Radio station for young people, focusing on dance and urban music genres with an emphasis on London and UK-made music. It represents a broad cross-section of youth culture within its coverage area, with a particular emphasis on promoting the needs and aspirations of young people.

The Beat is for residents of Stonebridge and Harlesden, including socially excluded groups, ethnic communities, refugees and asylum-seekers. It facilitates the participation of the audience within music programming including urban, reggae, dancehall, hip hop, garage, R'n'B, dance, pop, jazz, & Gospel along with speech and training elements.

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.

The following table summarises those existing service providers on the trial Central London small-scale multiplex as at 23rd June 2023 with whom we have signed carriage agreements, and who have confirmed their interest in carriage on the new North London small-scale multiplex. It's worth noting, ALL stations that were part of the multiplex upon launch (in October 2015) are still broadcasting on the multiplex today. The only notable change is that Crackers Radio changed its name to Delite Radio in 2017.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
Rinse FM – Rinse	C-DSP	Signed heads of terms
Reprezent Ltd – Reprezent	C-DSP	Signed heads of terms
Nusound Radio Limited – Nusound	C-DSP	Signed heads of terms
London Musicians Collective Ltd - Resonance FM	C-DSP	Signed heads of terms
London Musicians Collective Ltd - Resonance Extra	C-DSP	Signed heads of terms
Bang Media And Entertainment Ltd - The Beat	C-DSP	Signed heads of terms
Rainbow Broadcasting Ltd - Rainbow Radio	C-DSP	Signed heads of terms
Additional C-DSP provider #8	C-DSP	TBA
Additional C-DSP provider #9	C-DSP	TBA
Radio Caroline AM Broadcasting Ltd – Caroline	DSP	Signed heads of terms
Select Radio Limited – Select Radio	DSP	Signed heads of terms
Angel Radio Ltd – Angel	DSP	Signed heads of terms
EMI Media Ltd - Dom Radio	DSP	Signed heads of terms
Sammy Jacob – NME 1	DSP	Signed heads of terms
Solar Broadcasting Ltd – Solar	DSP	Signed heads of terms
London Greek Radio – LGR	DSP	Signed heads of terms
Delite Radio Ltd – Delite	DSP	Signed heads of terms
Sammy Jacob – CDN X	DSP	Signed heads of terms
Children's Radio UK Ltd - Fun Kids Jr	DSP	Signed heads of terms
Asian Star Community Radio Ltd - Asian Star	DSP	Signed heads of terms
Order My Steps Ltd - Ruach Radio	DSP	Signed heads of terms
Jason O'Toole – Love Life	DSP	Signed heads of terms
Mixer Radio Ltd - Mixer Radio	DSP	Signed heads of terms
Great British Radio Ltd - Great British Radio	DSP	Signed heads of terms
Like Broadcasting North Ltd - Tomorrowland OWR	DSP	Signed heads of terms

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The following table summarises new broadcasters with whom we have either signed carriage agreements to join the Trial multiplex in the near future or Heads of Terms to join as soon as capacity become available (which may be at the start of the new licence term). Further details are included in **Part B**.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
New #1 – Xtra DAB Ltd - Radio Xtra *	DSP	Signed heads of terms
New #2 - Rinse FM Ltd - Kool FM **	DSP	Signed heads of terms

*Note * scheduled for launch post award*

*Note ** scheduled for launch H2 2023*

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.

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

In approaching prospective programme service providers, we have acted in a manner to ensure fair and effective competition in the provision of community and local digital sound programme services.

- We have issued press releases and advertised in radio industry facing media outlining our position and inviting interested service providers to register their interest.
See Appendix I.
- We have created and maintain a register of requests for capacity for services, and those requests are assessed on a ‘first-come, first-served’ basis, taking into account a number of factors including plurality of ownership and providing a wide range of services catering for different tastes and interests. Details of our contacts and discussions with prospective programme service providers are attached in **Appendix G**.
- We have published and provided each prospective service provider, a rate card which outlines choice of preferred bitrate and related cost. The rate card is based on a three-tier structure (1) Community / C-DSP stations at a significant discounted rate, (2) existing trial multiplex founding commercial stations (namely those that have helped establish and fund the trial multiplex since launch) at our standard rate, and (3) commercial stations that have joined in the last 36 months or will join post award at a higher commercial rate – which in aggregate enables us to carry community stations at a proven affordable rate.
- 50% of multiplex capacity has been allocated to in- and out- of area community / C-DSP stations, with 25% allocated to (founding) commercial stations and 25% allocated to other commercial stations.

Capacity Allocation:

1. Our priority in relation to capacity allocation is to confirm capacity to our existing service providers who were broadcasting as at 23rd June 2023 and wish for capacity in the new licence term (as detailed above).
2. We have further RESERVED capacity for an additional two Community / C-DSP services.

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U.DAB Ltd – North London

3. We have one further service requesting to join the multiplex during the Trial. They have signed a carriage agreement and once regulatory and technical details are finalised, will join.

In relation to potential additional services, we have promoted our intention to apply for the new licence, seeking any interested party to register their interest.

We have identified strong interest in carriage on the multiplex and have had discussions with a number of potential service providers as to opportunities. As and when capacity becomes available – during the remainder of the current trial licence term and also in the new licence term, we will communicate these opportunities to those who have registered interest (**details of whom are in Part B**).

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:

MARTIN SPENCER

Date of application: 29th June 2023

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