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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

HALIFAX DAB Ltd

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

HALIFAX

# 1. Overview

**Based on sustainability, our technical plan enables Halifax DAB to serve the market town well using a single transmitter site**

**Three well-established radio organisations bring experience and know-how to the Halifax DAB project**

**Proven business expertise of our board members has allowed us to take a pragmatic view towards balancing coverage aspirations with essential cost control**

**Halifax DAB: award to operationally live in 12 months**

**Phoenix Radio is a participant in the applicant group and will apply to Ofcom for a C-DSP licence so that their service may be carried**

**4 C-DSP services would be carried on our multiplex**

**Halifax DAB has reached out to a total of 28 different programme service providers**

**15 potential service providers have signed Heads of Terms**

**Adoption of our developed policy will ensure we trade fairly and inclusively in a competitive environment**

## 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):

Halifax is the principal town of the Calderdale district in the Yorkshire and Humber Region. It has a population of 70,507. The town is located, for the most part, on low ground to the north of the river Calder, but is surrounded by high terrain, often well in excess of 200 meters A.O.D.

This means that higher radiated powers would do very little indeed to increase population coverage, as the topography very much dictates the extent of signal reception.

The nature of this topography also means that even coverage of the wider advertised area is not possible from a single site. In addition, the scale of the advertised area (just 175,720 adults total) means that a second or third site is not financially viable, at launch.

The directors are mindful of the need to take a prudent approach, rather than an over optimistic one, which in turn could lead to financial unsustainability.

Once established, Halifax DAB would seek to extend signal coverage as far as is practicable while taking account of the regulatory restrictions currently in force between participants in Halifax DAB, Bradford Digital Media (small-scale) and the Bradford and Huddersfield LRMS.

The town of Halifax represents 40.1% of the advertised area and two radio services, community radio station Phoenix Radio (a participant in Halifax DAB) and Sunrise Radio Yorkshire (by virtue of an FM Halifax relay transmitter) currently serve this single urban area.

Of note, there is likely to be substantial erosion of the advertised area's population by neighbouring small-scale multiplex services.

To the north east of the advertised area there is already overlap with the Bradford small-scale DAB licenced area which is operated by participants in this application. Notably the localities of Clayton and Buttershaw are served by Bradford Digital Media.

To the south the Huddersfield advertised area makes significant inroads into the Halifax polygon notably in the areas of Elland, Greetland & Stainland and Rastrick, areas with a total adult population of 28,416.

The north east and southern areas of overlap account for, we estimate, 23% of the hitherto viable polygon area reducing the advertised area in real terms to 147,304 adults. This suggests that our proposed Halifax coverage would account for 48% of the population of the wider area.

In this application, we propose to serve the town of Halifax by reaching 83.6% of this urban area. Please see table below:

Halifax DAB	Adults 15+	Percentage
Licence area population:	175,720	100.0%
Predicted coverage inside polygon:	58,973	33.6%
Halifax town urban area (70,507 adults)	58,973	83.6%
Predicted coverage outside polygon:	3,226	1.8%
Local DAB service 1. LRMS: Bradford & Huddersfield	934,540	100%
Predicted population coverage inside LMRS:	62,199	6.66%

### **Co-block mitigations**

The licence advertisement proposes block 8B for use in Halifax which has encouraged us to take a highly cautious approach in determining transmitter ERP.

This was necessary to go some way towards mitigating the otherwise destructive interference which would be caused to the adjacent area - Bradford small-scale DAB multiplex, which also operates on 8B.

Upon award, we would wish to explore with Ofcom if a more suitable spectrum resource exists. Once this has been determined, it may be necessary to propose a different antenna pattern and radiated power level.

Our technical partner suggests that 9C may be a more suitable block for use in Halifax.

- 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)
Calderdale College	SE 08380 24810	36	Co-linear	New	8

- 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 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. 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).

**Please see coverage map overleaf**

63dB $\propto$ V/m

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 Version 2023.3 Release 1488
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 Fresnel Zone fraction 0.8
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.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Rash Mustapha Digris 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):

HALIFAX DAB Ltd

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

15616265

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:

Sunrise House, 140 East Parade, Bradford BD1 5BP

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 <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Howard Priestley	Sunrise House 140 East Parade Bradford BD1 5BP	UK	<b>Director:</b>  Phoenix Radio Ltd <b>Radio Broadcasting</b>	N/A
Usha Parmar	Sunrise House 140 East Parade Bradford BD1 5BP	UK	<b>Director:</b>  Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <b>Radio Broadcasting</b>	<b>Executive Director:</b>  Bradford City Radio Ltd T/A Sunrise Radio

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

			<p><b><u>Director:</u></b> Spice Entertainment Ltd <b><i>Radio Broadcasting &amp; Hospitality</i></b></p> <p><b><u>Director:</u></b> Infocus Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Bradford Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Leeds Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> East Manchester DAB Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> BBD Digital Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> MK Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Derby DAB Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> City West Digital CIC <b><i>Dormant applicant Company</i></b></p> <p><b><u>Director:</u></b> South of the River Digital Ltd <b><i>Dormant applicant Company</i></b></p> <p><b><u>Director:</u></b> Aire Wharfe DAB Ltd <b><i>Dormant applicant Company</i></b></p> <p><b><u>Trustee:</u></b> Rishi's Vision <b><i>Charity</i></b></p> <p><b><u>Trustee:</u></b> Jai Maa Bhameshwari Kali Mandir <b><i>Charity</i></b></p>	(Yorkshire)
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Rajan Parmar	Sunrise House 140 East Parade Bradford BD1 5BP	UK	<p><b><u>Director:</u></b> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire) <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Spice Entertainment Ltd <b><i>Radio Broadcasting &amp; Hospitality</i></b></p> <p><b><u>Director:</u></b> Infocus Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Sunrise Radio Gold Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Bradford Digital Media Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> East Manchester DAB Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> MK Digital Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> BBD Digital Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> Derby DAB Ltd <b><i>Radio Broadcasting</i></b></p> <p><b><u>Director:</u></b> North London Digital Ltd <b><i>Dormant applicant Company</i></b></p> <p><b><u>Director:</u></b> Aire Wharfe DAB Ltd <b><i>Dormant applicant Company</i></b></p> <p><b><u>Trustee:</u></b> Alan Foster Trust <b><i>Charity</i></b></p>	<p><b><u>Executive Director:</u></b> Bradford City Radio Ltd T/A Sunrise Radio (Yorkshire)</p>
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Communities Together	Sunrise House 140 East Parade Bradford BD1 5BP	UK	<b>Director:</b> Mid Yorkshire DAB Ltd <b>Radio Broadcasting</b> <b>Director:</b> Huddersfield DAB Ltd <b>Radio Broadcasting</b>	N/A
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## 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
Infocus Digital Media Ltd	85	£85.00	85%	85%
Communities Together	10	£10.00	10%	10%
Phoenix Radio Ltd	5	£5.00	5%	5%
<b>Comments</b>				
Infocus Digital Media is owned by Rajan Parmar (75%) and Usha Parmar (25%)				

## 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):

(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)
Infocus Digital Media Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Bradford Digital Media Ltd BBD Digital Ltd

Rajan Parmar	Sunrise House 140 East Parade Bradford BD1 5BP	Infocus Digital Media Ltd
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### 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)
Infocus Digital Media Ltd	Sunrise House 140 East Parade Bradford BD1 5BP	Bradford Digital Media Ltd BBD Digital Ltd
Rajan Parmar	Sunrise House 140 East Parade Bradford BD1 5BP	Infocus Digital Media Ltd

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

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

Full name of individual	Name of body in which individual is a director or designated member
Rajan Parmar	<p><b>Director:</b>  Bradford City Radio Ltd  T/A Sunrise Radio (Yorkshire)  Spice Entertainment Ltd  Sunrise Radio Gold Ltd  Bradford Digital Media Ltd  East Manchester DAB Ltd  BBD Digital Ltd  MK Digital Ltd  Derby DAB Ltd  North London Digital Ltd  Aire Wharfe DAB Ltd</p> <p><b>Trustee:</b>  Alan Foster Trust</p>

- 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
Infocus Digital Media Ltd	Bradford Digital Media Ltd BBD Digital Ltd

- 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
Infocus Digital Media Ltd	85	£85.00	85%	85%
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	<b>NO</b>	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	<b>YES</b>	Usha Parmar is a Trustee of Rishi's Vision (Charity) and a Trustee of Jai Maa Bhameshwari Kali Mandir (Charity) This information has been provided in order to be consistent with information provided in the Declaration for Sunrise Radio (Yorkshire) licence AL000037BA/2 (Bradford City Radio Ltd). Although both charities are founded through the work of religious bodies, we believe Ofcom will regard their objects as being neither of a 'wholly or mainly' religious nature.
An individual who is an officer of a body falling within (b) or (c);	<b>NO</b>	
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);	<b>NO</b>	
An advertising agency or an associate of an advertising agency	<b>NO</b>	

## 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**

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<sup>2</sup> 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.

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

**Yes**

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

**No**

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

**Yes**

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

**No**

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

**No**

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

**No**

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

**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)	N/A	
(b)	N/A	
(c)	AL000037BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) 1989 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford & Huddersfield Multiplex) - 2004 to 2022
	DP000061BA	Masti Radio (Bradford & Huddersfield Multiplex) 2004 – 2013
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Bradford SSDAB Multiplex) – 2022 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Leeds SSDAB Multiplex) – 2022 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Manchester SSDAB Multiplex) – 2022 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Blackburn, Burnley & Darwen SSDAB Multiplex) – 2023 to date
	DP000061BA	Bradford City Radio T/A Sunrise Radio (Yorkshire) (Milton Keynes SSDAB Multiplex) – 2024 to date
	DP000061BA	Glasgow Small-scale Multiplex Trial service 2016 – 2020
	DP000061BA	Manchester Small-scale Multiplex Trial service since May 2016 to 2022
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Bradford SSDAB Multiplex) – 2022 to date
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Leeds SSDAB Multiplex) – 2022 to date
	DP104612BA	Spice Entertainment – Sunrise Radio Gold (Blackburn, Burnley & Darwen SSDAB Multiplex) – 2023 to date
	RSL	Mela FM (RSL in Manchester) June 2001

	DP104911	Leeds Digital Media Ltd
	DS104920	Bradford Digital Media Ltd
	DS104307	BBD Digital Ltd
	DS104326	East Manchester DAB Ltd
	DS104580	MK Digital Media Ltd
	CR100136BA	Communities Together June 2016 to date
	DP102012BA	Radio Sangam
	CR000022BA	Phoenix Radio Ltd – November 2007 to date
	RSL	Spark FM – October 1996
	RSL	Swing Radio - June 1999
	RSL	Phoenix FM 106.2 April/May 1998
	RSL	Phoenix FM 107.2 January/February 2002
	RSL	Phoenix FM 107.2 February 2003
(d)	N/A	
(e)	AL000037BA DP000061BA DP104612BA DS104326 DS104580 DS104920 DS104307	Both Usha Parmar and Rajan Parmar are Participants of these existing Licensees
(f)	N/A	
(g)	N/A	
(h)	N/A	
(i)	N/A	

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.

The procurement of assets will be funded primarily by shareholder loans – repayable over the early years of the licence period. The company benefits from one principal investing shareholder, Infocus Digital Media, who is well placed to ensure adequate resources are available to deliver this service well within the fixed 18-month timescale. Infocus Digital Media will lend 85% of the required capital in order that the company may plan, purchase and build-out the radio multiplex over a twelve-month period. To determine the scale of this required expenditure, a detailed budget has been produced. The costs have been taken from a line-by-line listing of components and other areas of cost. This in turn has been validated against a detailed quotation from Digris, business knowledge and operational experience, and applied to this Halifax DAB multiplex licence application.

A similar approach has been taken in assessing the revenue potential from this DAB multiplex service. Supporting information can be provided to Ofcom on request.

### Establishment budget and operating forecast

Establishment Budget	SINGLE SITE £s
CAPEX TX, filter, ancillary equipment, rack, connectors/cables, antenna, system calibration	11,500
System detailed design, installation, commissioning and shipping	4,000
Separately contracted external work, survey, support pole and antenna erection GPS and feeder cable routing	2,500
Total	18,000

As may be seen from the figures set out above, with the company being capitalised at £25,000 and initial costs of £18,000 including pre-operational expenditure, the radio multiplex service would launch with a surplus of £7,000 plus any pre-payment income from carriage customers. This gives our company confidence in being able to establish the proposed service.

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

a) Share capital - **The share capital in Halifax DAB is nominal**

b) Loan stock - **N/A**

c) Leasing/HP facilities (capital value) – **N/A**

d) Bank overdraft – **N/A**

e) Grants and donations – **N/A**

Other (please specify) - **Loans will be given to Halifax DAB from its shareholders.**

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 (£)
Infocus Digital Media Ltd	85%	£21,250
Communities Together Ltd	10%	£2,500
Phoenix Radio Ltd	5%	£1,250

**The most recent statutory accounts for Infocus Digital Media Ltd, Communities Together and Phoenix Radio Ltd are available at Companies House.**

3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All 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.)

**Three experienced directors will share responsibility for overseeing the day-to-day operation of the Halifax DAB multiplex. In particular, using their first-hand understanding of the requirements of programme service providers they will take the lead in ensuring that the multiplex will carry a full range of programme services and that the mux continues to be run on an operationally sound basis.**

Importantly, their previous relevant experience outlined briefly below will be supplemented by support from Digris, our transmission partner who will plan, implement, build-out, test and maintain the transmission aspects of the service going forward.

Digris will also handle the distribution of audio material and the multiplexed signal in our setting.

### **Howard Priestley**

As Howard Priestley began his formal Art training at Stourbridge College, he became a regular contributor to the British Comics scene and a regular writer and illustrator for a variety of music publications.

A lifetime interest in Black culture has led him to interview several major individuals from Reverend Jesse Jackson to Eddie Holland. He designed CD covers and wrote sleeve notes whilst being instrumental in launching Phoenix FM which he still manages.

As a qualified youth worker and teacher in Special Educational Needs he has supported many people to be a part of this unique community resource and has written the station's policies and procedures.

Because of his teaching and training experience he has developed volunteers/placement and presenters' training manuals as well as preparing the company accounts and managing sales.

Through his work Phoenix Radio Howard has won several local and national awards based on his passion for the town and its heritage and he has worked with many sections of the

community of Halifax trying to ensure that all sectors of the community have equal access to the station.

In 2022 he was awarded a Community Spirit Lifetime Achievement award in recognition of the work he has done for the local community. The same year New Haven published his first book "Love Factory: The History of Holland Dozier Holland" which won an

Association for Recorded Sound Collections Awards for Excellence in Historical Recorded Sound Research in America.

His local knowledge has been instrumental in inspiring a diverse range of prospective

stations to join Halifax DAB.

### **Usha and Raj Parmar**

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

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

Usha and Raj have made their mark over a number of years as highly successful radio station operators and their proven track record shows that they are more than capable of contributing to the management and establishment of the multiplex and are able to conduct successful relationships with those seeking carriage.

Together they have led Sunrise Radio (Yorkshire) as early adopters of DAB radio broadcasting. In 2004 two Sunrise services were carried on the Bradford and Huddersfield multiplex. Today the company holds a DSP licence and in addition to broadcasting on the 'relevant' local DAB multiplex, Sunrise was one of the first radio companies to reach audiences via the Manchester and Glasgow small-scale DAB trial multiplexes.

In 2020 Usha and Raj founded Infocus Digital Media. They were awarded the Bradford small-scale radio multiplex licence in July 2021 and are members of consortia that were awarded the small-scale radio multiplex licence for Bradford, Leeds, Blackburn Burnley and Darwen, Oldham & Rochdale, Milton Keynes and Derby licences.

- 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	Digris Ltd is a UK organisation but in mainland Europe Digris AG, a Swiss

Ongoing maintenance of the transmission equipment	Digris Ltd	company, is a leader in the establishment and operation of what is known in the UK as small-scale DAB.
Installation of the Multiplexing equipment	Digris Ltd	Founded in 2012, Digris specialises in DAB, operating a network of transmitters throughout Switzerland, France and the UK. The company operates 43 multiplexes (many being Single Frequency Networks) and 104 DAB transmitters ranging in power from 6 Watts to 50 kW ERP.  We understand that Digris is the only small-scale DAB technical partner which has invested in, and has the know-how to operate comprehensive gold standard test equipment to optimise channel echo patterns and measure critical quality metrics, which are essential for confident SFN operation.
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:

### **Halifax DAB: award to operationally live in 12 months**

Experience drawn from previous rounds has shown that securing effective site agreements has the capacity to absorb a disproportionate and significantly large amount of time.

We plan to save a significant amount of time in the establishment of this service because our proposed site is already in use through Sunrise Radio and participants in this application enjoy a good working relationship with the site owners Calderdale College.

Additionally, we have made allowances for other factors such as the availability and supply of equipment and components, into our roll-out timetable.

In order to accurately assess the length of time it will take to reach full operational capability; we have identified seven elements to achieve a successful launch and incorporated these into our high-level Gantt chart.

We anticipate launching the radio multiplex within 12 months from date of award of licence although in reality we expect this to be sooner.

Our high-level Gantt chart lists 26 key activities grouped together under seven headings.

While many individual activities (shown in green) will be resolved within four to ten weeks, certain activities will take longer to conclude. We have indicated these in the Gantt Chart. We have shown any potential overruns in yellow on the plan.

Supported by the Gantt chart, submitted as Annex 5, the chart illustrates those activities, dependent upon predecessor activities being concluded, we are led to our assessment that without overruns, we can expect to be operationally live within 12 months from 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.

**Please see Gantt Chart Annex 5 Project Plan Timeline.**

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

### Involvement of C-DSP providers

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

**No**

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

N/A

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

**Phoenix Radio Ltd**, CR000022BA, is the only heritage licenced Analogue Community Station in the polygon broadcasting to Halifax.

With a 5% stake in the applicant group, Phoenix Radio is seeking a digital path and has one of its directors, Howard Priestley, on the board of Halifax DAB Ltd.

Phoenix Radio intends to apply for a C-DSP licence.

### 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.

**Please see Annex 8 – Evidence of Demand or Support**

<b>Name of service provider and station name (if known)</b>	<b>Proposed C-DSP or DSP</b>	<b>Nature of evidence of support provided</b>
Phoenix Radio	C-DSP	Participant Signed Heads of Terms
Inter-Arts Radio	C-DSP	Signed Heads of Terms
Healthy Minds Radio	C-DSP	Signed Heads of Terms
Radio Active	C-DSP	Signed Heads of Terms
British Urban Radio Network	DSP	Signed Heads of Terms
Calderdale College	DSP	Signed MOU
Culture City Radio	DSP	Signed Heads of Terms
Drystone Radio	DSP	Signed Heads of Terms
Radio Apni Awaz	DSP	Signed Heads of Terms
Radio Sangam	DSP	Signed Heads of Terms
St Augustines Radio	DSP	Signed Heads of Terms
Sunrise Radio	DSP	Signed Heads of Terms
Sunrise Radio Gold	DSP	Signed Heads of Terms
Tru-Fax Radio	DSP	Signed Heads of Terms
Your Care Radio	DSP	Signed Heads 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.

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?

**Halifax DAB's dealings and transactions have been transparent and our proposed implementation of a detailed trading policy, common to all services, will serve us well during the licence period.**

### **Measures taken prior to Ofcom's advertisement announcement**

A long association between the Directors of Infocus Digital Media, Phoenix Radio and Communities Together has been cemented through this application.

Infocus Digital Media initially reached out to services that might be interested in broadcasting in our area including Phoenix Radio and Radio Sangam who today are both shareholders in Halifax DAB and intend to be service providers should our company be awarded a licence.

### **Approaching potential programme service providers following Ofcom's advertisement announcement.**

During this period Halifax DAB launched its website which also attracted interest.

### **Measures taken in our dealings with C-DSPs and DSPs**

Our dealings with all prospective digital sound programme providers have been level, open and transparent. Our Heads of terms of Agreement form is standardised with common terms. It shows indicative prices for carriage whether these are heavily discounted carriage costs for community radio (C-DSPs) or showing the full standard indicative price.

### **Measures we will take during the licence period**

Our website will showcase our finalised carriage charges and the process of applying for carriage. We will pledge on the website that we will not charge more than the rate-card rate shown.

To promote competitive entry, applications for carriage will not be assessed purely on economic grounds.

To this end we have developed a trading policy. Our policy for trading in a fair and

competitive environment embodies four overarching thresholds and our application procedure will be a three-stage process. Our thresholds include aspects such as localness, extent of appeal and robustness of the proposal. Applicants will be encouraged to make their case in the submission of their expressions of interest. Our process includes sifting and reviewing applications and placement on a waiting list. Upon conclusion, uniform carriage agreements with shared basic terms will be issued to service providers.

A full copy of our policy can be made available to Ofcom on request.

We believe that in adopting this structured approach we will demonstrate fairness in a manner that will stand up to scrutiny.

Overall, by embodying all the elements above, in particular our role in encouraging inclusivity, Halifax DAB can be seen to have developed a rigorous framework with defined areas of activity. This framework when taken as a whole, should, we trust, be seen to have been constructed in a manner calculated to ensure fair and effective competition in the selection and engagement of programme services for carriage on the Halifax DAB small-scale DAB radio multiplex.

## 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:**

RAJAN PARMAR

**Date of application:**

15/07/2024

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

**Company Director**