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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):**

P&P Digital Radio Ltd

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

Poole, Purbeck & Wimborne

**APPLICATION FORM:**

Publication date: 30 March 2023

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# 1. Overview

## 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):

Poole is a coastal town and harbour, in part, laid out close to sea level, but less than 1 km inland, the district rises to in excess of 63 metres A.O.D. The Poole local authority area stretches from Turlin Moor in the west to Broadstone in the north and across to Branksome in the east. Its adult population 129,344 represents 75% of the advertised area. Our proposed area of coverage reaches most of this area's population.

Purbeck, 10 km to the south of Poole is characterised by two ridges of high ground running east to west along most of the southern edge of this more sparsely populated area of conservation. These ridges reach heights of between 130 metres and 200 metres and shield populated areas such as Swanage and East Lulworth.

Wimborne Minster is in the north of the advertised area and on the northern bank of the River Stour. As a consequence, while the town itself is approximately 20 metres A.O.D. it is surrounded by land which is in excess of 50 meters A.O.D.

Once established P&P Digital Media intends to, subject to approval, add relays which would serve Wareham and other localities on the Isle of Purbeck. However, we have had to balance this need, with the requirement to serve Poole while ensuring Radio Wimborne, a participant in this licence application, may achieve robust DAB coverage which will complement their FM coverage, throughout the town. To this end we will overcome any Wimborne area deficiencies from a single site approach, with a plan to site a low power relay on the edge of the town. This enhancement forms part of our technical plan.

In this application, we propose to reach 82% of the advertised area. Please see table below:

Please see table below:

Poole, Purbeck and Wimborne	Adults 15+	Percentage
Advertised area population:	173,606	100.0%
Predicted coverage inside polygon:	143,034	82.4%
Predicted coverage outside polygon:	22,993	13.2%
Local DAB service 1. LRMS Bournemouth & Dorset	653,110	100%

Predicted population coverage inside LRMS 1:	166,027	25.4%
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**Co-block interference potential and use of Nine Barrow Down**

The Aldena ALP07 log periodic antenna selected for the Nine Barrow Down site provides 7dBd of forward gain and a (-3dB) beamwidth of 61 degrees to optimise in-polygon coverage, while minimising overspill and respecting the internationally agreed interference limits.

The tight antenna pattern protects almost all of the listed co-block areas, but there is a small, sparsely-populated area within the Warminster, Devizes & Trowbridge polygon where the 38dBuV/m limit would be exceeded.

We note that the previous application for this former advertised area resulted in the revocation of the award.

While the future prospect for this area remains unclear, the degree, if any, of erosion of the population in this area cannot be assessed by ourselves at this point. The previous applicant's Part A section did not contain a coverage map and there was insufficient detail of the proposed antennas. This adds to the level of uncertainty in relation to the significance (or otherwise) of potential interference.

Our technical partner has advised that concerns about the potential interference into the southern extremity of the Warminster, Devizes & Trowbridge polygon could be mitigated (to a certain extent) by stacking a second log periodic and employing electrical downtilt.

Although this would marginally increase capital expenditure and complexity, it would also reduce power consumption by a significant margin, leading to substantial energy savings across the licence period.

The proposed transmitting antenna at Nine Barrow Down exhibits such directional properties (in order to preserve the French coast from unacceptable interference) that an auxiliary antenna, fed via a suitable coupler, or a parasitic element will be required to intentionally raise the radiation to two watts ERP on a bearing of 140 degrees ETN towards Swanage,

This could also be achieved with a second directional antenna, with application of extreme mechanical downtilt to avoid any meaningful increase in signal level towards the horizon.

Digris would undertake the final detailed design of the array (which would need to be modelled with NEC) as part of the final system design process.

To aid the assessment of the coverage achieved by both the 'stock' log periodic and with the auxiliary radiator, we have represented the two watts required to serve Swanage by adding a duplicate station in the transmitter site data spreadsheet.

### International Issues

G06 International Coordination check (ITU-R Rec P.1546)

Power: 150 watts ERP

<30 dBµV/m on the coast of Brittany (within specification)

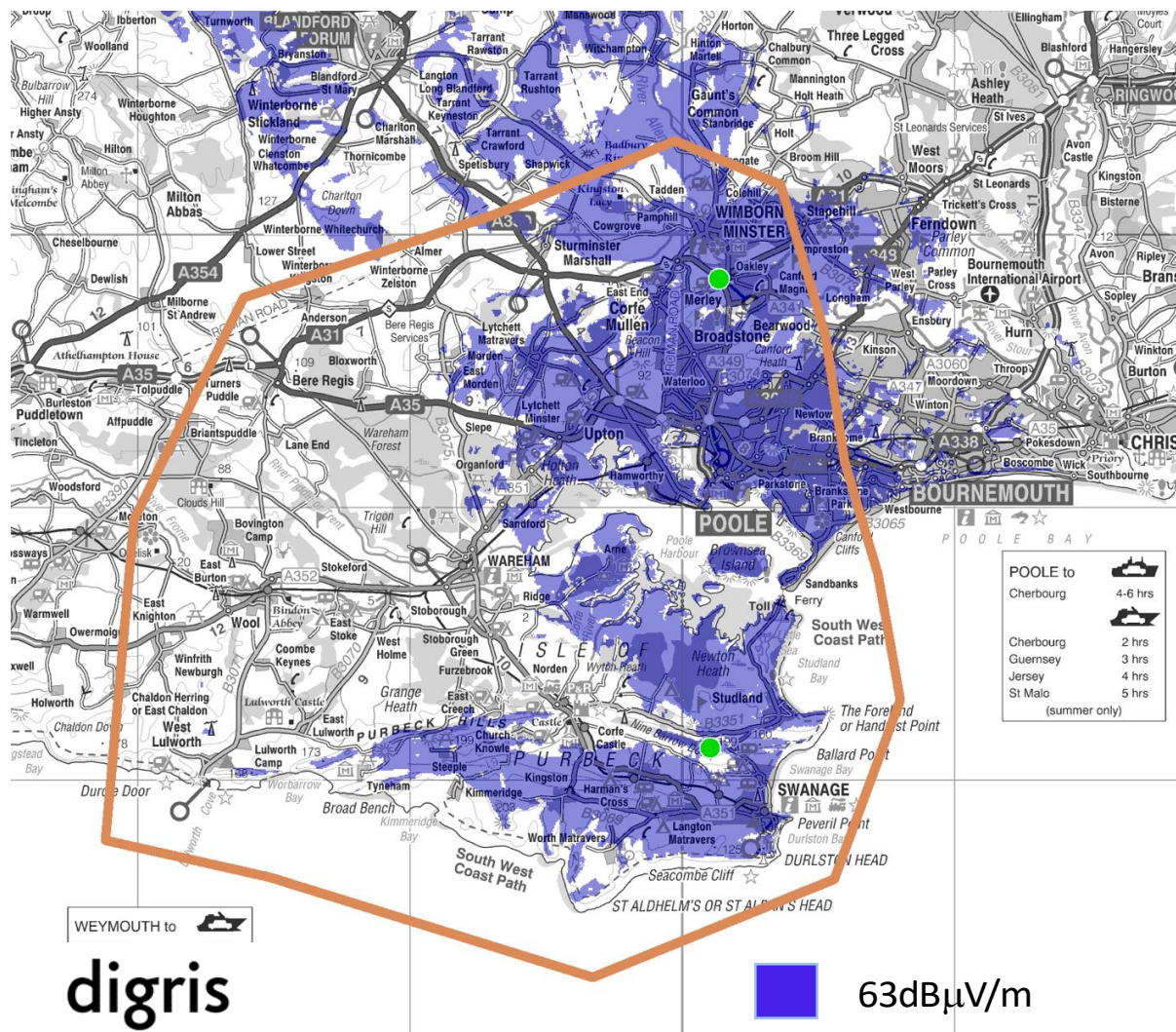
<36 dBµV/m on the Cherbourg Peninsula (within specification)

<30 dBµV/m on the coast of Normandy up to the border between France and Belgium (within specification)

- 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)
Nine Barrow Down	SZ 01048 81130	8m	Log periodic 332 degrees ETN	New	150
Nine Barrow Down (B)	SZ 01048 81130	6m	Parasitic	New	2
Broadstone	SZ 01370 98330	12m	Co-linear (ND)	New	40

- 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).



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	Power sum

been used to assess the network (SFN) gain	
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):

P&P Digital Radio Ltd

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

09453228

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:

Unit 2, 61 Poole Road, Westbourne BH4 9BA

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
Paul Sutton	Unit 2, 61 Poole Road, Westbourne, BH4 9BA	UK	Director – Bournemouth Digital Radio Ltd <i>dormant applicant company</i>	None

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

James Ross	Unit 2, 61 Poole Road, Westbourne, BH4 9BA	UK	<p>Director – Bournemouth Digital Radio Ltd <i>dormant applicant company</i></p> <p>Director – Yaddo Ltd <i>Television programming and broadcasting activities</i></p> <p>Director – Lightning International (China) Ltd <i>Television programme production activities</i></p> <p>Director – South Coast Radio Ltd <i>dormant applicant company</i></p>	None
Lawrence Galkoff Associates Ltd – Lawrence Galkoff	21 Culverlands Close, Stanmore HA7 3AG	UK	<p>Director - 103-105 Birkbeck Road Management Ltd <i>Residents property management</i></p> <p>Director – Manchester DAB CIC <i>SSDAB Multiplex operator</i></p> <p>Director – Reasons 2B Cheerful Ltd <i>dormant</i></p> <p>Director - South of the River Digital <i>dormant applicant company</i></p> <p>Director - City West Digital CIC <i>dormant applicant company</i></p>	None

			Director – Bournemouth Digital Radio Ltd <i>dormant applicant company</i>  Trustee – Prison Radio Association <i>Educational support services</i>	
Janey Gordon	Unit 2, 61 Poole Road, Westbourne, BH4 9BA	UK		None
Alison Taylor	Unit 2, 61 Poole Road, Westbourne, BH4 9BA	UK		None
Radio Wimborne Ltd – Glenville Fowler	6 Poole Road, Wimborne, Dorset, BH21 1QE	UK		None

## 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
Paul Sutton	38	£38	19%	19%
James Ross	38	£38	19%	19%
Lawrence Galkoff Associates Ltd	38	£38	19%	19%

Janey Gordon	33	£33	16.5%	16.5%
Alison Taylor	33	£33	16.5%	16.5%
Radio Wimborne	20	£20	10%	10%
<b>Comments</b>				
<p>The majority of participants in this application either currently live or have lived for a significant time in the Poole and Purbeck area.</p> <p>It is intended to convert the company to a CIC as we believe that it is important that profits are re-invested in the platform for the benefit of our broadcasters. Upon conversion, it is intended that the directors of the CIC will be the same as in the Limited Company.</p>				

## 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)
N/A		

## Details of persons who control the applicant

- 3.8 Complete the table overleaf, expanding it if necessary, *to list all persons/bodies corporate who control the applicant*, or control any person/body corporate with control over the applicant. Please include persons or bodies that control the applicant (or body corporate with control over the applicant) jointly i.e. acting together in concert with third parties (e.g. because of a shareholder’s agreement). Please note that some of this information may repeat information provided above on shareholders and other participants in the applicant:

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
N/A		

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

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

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

- 3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

Name of body corporate identified in response to question 3.8				
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
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; <sup>2</sup>	No	
An individual who is an officer of a body falling within (b) or (c);	No	

<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.

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?

**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
(a)		N/A
(b)		N/A
(c)	DS104327	Manchester DAB – awarded SSDAB licence
	CR000061BA/2	Desi Radio – The Panjab Centre Ltd
	DP102995BA/1	Desi Radio – The Panjabi Centre Ltd
	CR000197BA/3	Radio LaB 97.1 (University of Bedfordshire)
	RSLs (various)	Radio LaB (University of Bedfordshire)
	RSLs (various)	Brent Cross: BXXFM (2004-2007)
	Licence numbers not known	Bromley: Smile Radio (2009)
	Licence numbers not known	Centre FM: Watford and Gateshead
	RLCS000072BA/2	National Prison Radio
	CR 102864BA/1	Radio Wimborne
	RSLs (various)	Coast FM (Bournemouth)
	RSLs (various)	Rally FM (Bournemouth)
(d)		N/A
(e)		N/A
(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
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- 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.

Establishment Budget	SITE 1 £s	SITE 2 £s	
CAPEX			
TX, filter, ancillary equipment, rack, connectors/cables, antenna, system calibration	11,500	11,500	
System detailed design, installation, commissioning and shipping	4,000	4,000	
Separately contracted external work, survey, support pole and antenna erection GPS and feeder cable routing.	2,500	2,500	
Other administration and associated start up costs	6,000		
	24,000	18,000	
<b>Total:</b>			<b>£42,000</b>

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

- a) Share capital
- b) Loan stock

- c) Leasing/HP facilities (capital value)
- d) Bank overdraft
- e) Grants and donations
- f) Other (please specify)

The funding for this application will be provided by a number of the directors of the company and this has been one of the factors that has been considered when deciding to start the service with two transmitters. Based on the experience from other, similar sized polygons, P&P Digital Radio's directors have decided that the sensible approach is not to over-stretch themselves initially, to avoid risking the venture in the future. As further funds become available, once on air, it is hoped that it will be possible to ringfence income to cover the cost of additional transmitters.

P&P Digital Radio will also ask for deposits from broadcasters and this will provide extra capital if required.

There will be no requirement for any form of loans as the application, as per this application, is fully funded.

- 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 (£)
James Ross	19%	£18,500
Lawrence Galkoff Associates Ltd	19%	£18,500
Alison Taylor	16.5%	£5,000
<b>TOTAL:</b>		£42,000

- 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 identified above is confirmed and agreed between P&P Digital Radio Ltd and each lender.

## 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).

P&P Digital Radio Ltd has drawn talent from over 100 years of experience in the Radio industry making our team unrivalled when it comes to running successful broadcast operations. Along with our technical partner, Digiris, we have demonstrable experience in radio, digital and DAB that will allow us to launch in the set time-frame and operate an efficient and well-managed multiplex.

Due to our experience in other small-scale radio multiplex operations, we are well aware of the day-to-day needs of running a small-scale DAB multiplex and they include:

Sales and contracts, ensuring customers are attracted to the multiplex, join the multiplex and stay there. There will always be admin matters arising, as in any business, and broadcaster enquiries to manage. We wish to ensure a fair and effective trading policy to ensure that all customers are treated equally, especially when it comes to making capacity available, a duty we take seriously.

First line support for technical matters will be dealt with by our duty manager before being passed to our technical supplier, Digiris where required.

We will call on one of our directors to provide financial and accounting services as they are already doing this for others in the industry.

From our wide experience in the broadcast industry, we are well aware of our statutory and regulatory requirements which will be handled, as a matter of course, by our in-house team.

Drawing on our experiences, we consider that we will need to allocate around a week per month to run the multiplex in normal circumstances but, of course, more during the establishment of the service.

The relevant experience of the P&P Digital Radio Team is set out below:

**Paul Sutton – P&P Digital Radio Director**

Paul Sutton has been involved in local and community radio in Dorset for much of the last 30 years. He was Chairman of Bournemouth's Hospital Radio Bedside for 5 years, and Station Director for 8 years, and has subsequently worked for a range of radio stations including Mix 106, Centre FM, Rally FM, HRB FM and 106 Coast FM. His experience covers management, programming and technical operations. For 4 years he was Operations Manager for Airtime Communications producing and distributing syndicated programming to the entire BBC Local Radio network, as well as both ILR and Community stations across the UK. Paul has also been responsible at both a management and operational level for numerous short-term (RSL) radio stations across the Bournemouth and Wessex region.

**Lawrence Galkoff – P&P Digital Radio Director**

Lawrence has been the proprietor of Lawrence Galkoff Associates for 25 years providing services to TV and radio broadcasters. He was Technical Director, Host Broadcast Team for the Eurovision Song Contest, Liverpool in 2023, responsible for delivering audio and visual output to broadcasters and other platforms worldwide and being responsible for technical elements including power, OB trucks, commentator facilities and connectivity. Lawrence is also engaged by ITV Sport on blue riband live events such as FA Cup football. Lawrence is also Head of Countries at Radioplayer Worldwide. Here, he has built strong working relationships with broadcasters around the world as well as allied organisations. This involves negotiating and managing contacts with international broadcasters using the platform. This work continues to give him valuable insight into the radio industry at all levels.

Lawrence has played a long-established role in community radio, building studios and providing and installing transmission systems. He has also worked as an advisor to a number of community radio stations going back to the earliest days of Access Radio. Additionally, over time, he has set up and run some ten RSL services in various parts of the UK.

Previously, Lawrence worked for the BBC for 15 years, starting in local radio in the early 1980s.

Away from the BBC, he was part of the on-call maintenance team for the commercial radio DAB London II network of transmitters. Since the inception of DAB radio in the 1990s, Lawrence's recognition of the positive potential of the platform remains a driving force in him. Last year WorldDAB asked Lawrence to address the Balkan broadcast industry on the UK model of small-scale DAB.

Lawrence is also a Director of Manchester DAB CIC, the SSDAB licence holder for Manchester and Salford, so is very well experienced in the day to day running of a SSDAB multiplex.

#### **James Ross – P&P Digital Radio Director**

James Ross began his career in broadcasting with BBC Radio Solent in 1982 regularly reporting from Poole for the station's programmes. He was also part of the engineering team there, and subsequently became a Studio Manager for BBC Radio Networks in London from 1984-1994, responsible for audio quality and later as technical consultant to BBC Radio 2, working on station sound, and new studio projects.

James then worked for a diverse range of stations including LBC, Spectrum Radio, BBC Radio Bristol, BBC GNS, Coast FM and others, before moving to Bloomberg to head Asia Radio and TV operations in Tokyo and Hong Kong from 1996-2006. He became Regional Director for ITV Studios in 2006, and then launched TV & Radio Distribution company Lightning International in 2011, overseeing sales and technical operations of 15+ TV channels, distributed globally.

James is also a consultant for RadioPlayer, and has been involved in Hospital Radio in the area for 40+ years. He is passionate about achieving more and better local radio in Poole, and has been a supporter of SSDAB for the area since 2017.

**Dr. Janey Gordon – P&P Digital Radio Director**

Dr Janey Gordon is a retired Principal Lecturer in Journalism and Communication and has a background as a professional radio broadcaster.

Her career started in radio as a BBC studio manager before going on to produce schools radio and then into BBC local radio. Janey also started University of Bedfordshire's first community radio station - Radio LaB 97.1FM

She has served on the council of the UK Community Media Association, the CMA, the representative body for community radio and other community media in the United Kingdom. She has also represented the CMA on the recent Department for Digital, Culture, Media and Sport (DCMS) radio and audio review in the United Kingdom.

Janey's publications about Community Radio include:

- "The economic tensions faced by community radio broadcasters"
- "Community Radio in the Twenty First Century"
- "Community Radio, Funding and Ethics"
- "A comparison of a sample of new British community radio stations with a parallel sample of established Australian community radio stations"

**Rash Mustapha - Digris CTO**

Rashid Mustapha is director and Chief Technology Officer of the UK arm of European transmission specialist Digris. His work has been in two key areas - in broadcast radio engineering and in telecoms as a senior technologist. Rash has designed installed and operated AM, FM and DAB transmission systems for a quarter of a century.

Involved with Internet technology since 1994, Rash was a pioneer of Content Distribution Network design for streaming media. He initiated the network which now delivers around 1/3rd of UK commercial radio to online listeners.

More recently he has worked in applying and integrating software design and low-cost computer technology with DAB transmission systems – commonly known in the UK as small-scale DAB. This work included the design, testing and management of a government funded trial.

Recipient of a Digital Radio UK award for his contribution to the radio sector, Rash was formally recognised for his work in SSDAB when he was awarded an MBE in 2019.

Digris Ltd a subsidiary of Digris AG is a Swiss broadcast radio engineering company which specialises in digital broadcasting technology. Digris would be contracted to manage, design, build, install and oversee the day-to-day technical operation and monitoring of the encoding, multiplexing and transmission system. Among Digris' small-scale DAB projects (complete and current) are Leeds, Bradford and Manchester multi-site radio multiplexes.

- 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 company, is a leader in the establishment and operation of what is known in the UK as small-scale DAB.
Ongoing maintenance of the transmission equipment	Digris Ltd	
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 currently operates 43 radio multiplexes (with many being transmitted from synchronous networks) and 104 DAB transmitters ranging in low power from 6 Watts to 50 kW ERP.
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Digris Ltd	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.

## 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:



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.

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 in 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.

**See Annex 5**

## 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):

**Radio Wimborne - P&P Digital Radio Director**

Radio Wimborne has been broadcasting to the Dorset town for ten years and looks forward to bringing its community focused content to a growing digital radio audience. Radio Wimborne currently operates under an Ofcom Community Radio licence, No. CR 102864BA/1

### 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.

<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>
Radio Wimborne	C-DSP	Letter of Support and Director of company
Purbeck Sounds	C-DSP	Letter of Support
Gaydio	DSP	Letter of Support
London Music Radio (LMR)	DSP	Letter of Support
FG Chic	DSP	Letter of Support
Hospital Radio Bedside	DSP	Letter of Support
Air 107.2	C-DSP	Letter of Support
Bournemouth One	DSP	Letter of Support
Forest FM	C-DSP	Letter of Support
Poole Radio	C-DSP	Letter of Support
Salisbury Radio	DSP	Letter of Support
Sunrise Radio	DSP	Letter of Support
Sunrise Gold	DSP	Letter of Support

## 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?

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

James, Lawrence and Paul have been monitoring the SSDAB rollout across the UK and using their experience to assess the suitability for the Poole, Purbeck and Wimborne area knowing that this area was likely to be advertised by Ofcom. This allowed them to prepare the ground for their application.

### **Approach following Ofcom's advertisement announcement**

This period was spent approaching broadcasters and building a website and a press release to ensure that potential service providers were aware of the opportunities that would be available to them when SSDAB becomes available in the Poole and Purbeck area. All current community services in the area were approached as well as potential local services that could apply for a C-DSP licence. Community station Radio Wimborne agreed to join our application, and we also got a positive response from the current community radio service in Poole but they were unable to commit to our application at this time. We assume that, should we be successful, they will join our platform as they have already shown a commitment to the idea of SSDAB in their home area.

We also used this period to refine our ratecard and our policy to ensure that we are Fair and Effective in our dealings with all broadcasters, appreciating the onus on us to be gatekeepers for the platform. We will have a well documented policy outlining how we will select radio services and what our rules of carriage are.

### **How we will operate should we be lucky enough to be awarded the licence**

We will ensure that our website enables interested parties to apply to be on the multiplex with full visibility of our ratecard. The ratecard will offer significant discounts to local C-DSPs and also discounts to local DSPs compared to services operating from outside the area. Our policy will always be local first. We will encourage potential service providers in the Poole area to start up services to serve the local communities in Poole, Purbeck and Wimborne, and capacity permitting, we will make space available to pop-up services that can cover different local events throughout the year.

## 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:**

Paul Roy Sutton

**Date of application:**

18<sup>th</sup> July 2024

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

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