
Small-scale radio multiplex licence

Application form – Part A (public)

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

Walsall DAB Ltd

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

Walsall



APPLICATION FORM:

Publication date: 30 March 2023



- Walsall DAB Ltd was founded by Ambur Community Radio – the Ofcom-licensed community radio station for Walsall
- Ambur Community Radio is the principal shareholder with 45% of the equity and is a director of the applicant body
- Ambur has been providing a community radio service across Walsall since 2009
- Neighbouring Ofcom-licensed community radio station WCR is also a shareholder and a director of the applicant body
- Ambur will operate a C-DSP licensed service on the multiplex
- Walsall DAB's application is a fully costed and fully funded collaborative application for Walsall
- A single low-cost transmission site that provides excellent coverage of the area
- Extensive engagement with more than 125 service providers
- Commitment from 30 service providers to join the multiplex from launch
- The application is supported by an experienced technical and commercial team that has successfully implemented and operated small-scale DAB multiplexes elsewhere in the UK

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):

The Walsall polygon is located between the existing North Birmingham licensed area to the west (from which there is considerable overlap) and the Wolverhampton licensed area to the east (with less overlap).

In our approach to obtaining the desired coverage, we wanted to specifically cover the Metropolitan Borough of Walsall, which is larger than just Walsall town itself and includes Aldridge, Bloxwich, Brownhills, Darlaston, Pelsall and Willenhall. Our choice of transmission site has successfully achieved this.

We have included a detailed coverage prediction in the appendices to illustrate our proposal, with ward-level population figures.

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

- 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 agl	Antenna bearing	Antenna	ERP
Preston House	SP 019984	49m	Directional Dipole, pole mounted, 85deg ETN	New	200w

- 2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 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.

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

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

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

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



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

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel • Diffraction geometry – Deygout 94-2 • Subpath attenuation – coarse integration • FZ fraction 0.8 • Earth radius (sea and land) - 8,500km
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI's modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ADTI.

3. Ability to establish the proposed service

Applicant's details

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

Walsall DAB Ltd

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

15721300

- 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:

153 - 159 Bridgeman Street, Walsall, United Kingdom, WS2 9PG

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

Yes.

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Ambur Community Radio Ltd	153 - 159 Bridgeman Street, Walsall, United Kingdom, WS2 9PG	UK	Wolverhampton DAB Ltd (small-scale DAB)	None
Wolverhampton Community Radio Training	Wrt, Newhampton Centre, Newhampton Road East, Wolverhampton,	UK	Wolverhampton DAB Ltd (small-scale DAB)	None

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

	England, WV1 4AP			
David Duffy	153 - 159 Bridgeman Street, Walsall, United Kingdom, WS2 9PG	UK	Director (individual or corporate): Edinburgh DAB Ltd; Cardiff DAB Ltd; Preston DAB Ltd; Warrington, Widnes & Runcorn DAB Ltd; Liverpool DAB Ltd; Nottingham DAB Ltd; Wolverhampton DAB Ltd; Cheshire Radio Ltd (Small-scale DAB multiplex companies) Director: South London CIC Ltd (Small-scale DAB applicant); South Herts DAB Ltd (Small-scale DAB applicant) Director: Niocom Associates Ltd (Small-scale DAB consultancy); Niocast Digital Ltd (Small-scale DAB shareholder); Viamux Ltd (Small-scale DAB equipment provider); Optimux Digital Ltd (Small-scale DAB software solution provider)	None
Chris Hurst	153 - 159 Bridgeman Street, Walsall, United Kingdom, WS2 9PG	UK	Director: Silk FM Ltd and Dee 106.3 Ltd (commercial radio stations). Director: Edinburgh DAB Ltd; Cardiff DAB Ltd; Wolverhampton DAB Ltd; Preston DAB Ltd; Warrington, Widnes & Runcorn DAB Ltd;	None

			Cheshire East DAB Ltd; Nottingham DAB Ltd (Small-scale DAB multiplex companies) Director: South London CIC Ltd (Small-scale DAB applicant); South Herts DAB Ltd (Small-scale DAB applicant) Director: Muxco North East Wales and West Cheshire Ltd (DAB local multiplex operator)	
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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
Ambur Community Radio Ltd	45	£45	45	45
David Duffy	25	£25	25	25
Chris Hurst	25	£25	25	25
WCR	5	£5	5	5
Comments				
Walsall DAB Ltd has been established with 100 shares of £1 each				

Details of relationships of control

- 3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled *by* the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a

person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder's agreement):

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

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

Details of persons who control the applicant

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

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

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

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

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

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

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

- 3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. "participants"). You may, but are not required to, exclude from this table any bodies

listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in Q3.8	N/A			
Full name of participant	No. of shares	Total investment (£s)	Total investment (%)	% of voting rights
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	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; ²	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

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

Details of applications, licences and sanctions

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

a) Is the applicant a current licensee of Ofcom?

No.

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

No.

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

Yes.

d) Does the applicant control an existing Ofcom licensee?

No.

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

No.

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

No.

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

No.

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

No.

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

No.

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

	Licence number(s) (if known)	Details	Area
(a)			
(b)			
(c)	SSDABWT005	2015 - 2020	Small-scale DAB Multiplex - Trial Manchester
(c)	DS103935	2022 - Current	Small-scale DAB Multiplex - Edinburgh
(c)		2022 - Current	Small-scale DAB Multiplex - Cardiff
(c)		2023 - Current	Small-scale DAB Multiplex - Liverpool
(c)		2023 - Current	Small-scale DAB Multiplex - Preston
(c)		2022 - Current	Small-scale DAB Multiplex – Warrington, Widnes & Runcorn
(c)		2023 - Current	Small-scale DAB Multiplex – Cheshire Mid
(c)		2023 - Current	Small-scale DAB Multiplex – Cheshire East
(c)		2023 - Current	Small-scale DAB Multiplex – Wolverhampton
(c)		2024 - Current	Small-scale DAB Multiplex – Nottingham
(c)	CR000175BA/5	2009 - Current	Ambur Community Radio (Walsall)
(c)	CR000042BA/5	2007 - Current	WCR (Wolverhampton)
(c)		2004 - 2009	Swansea & S Wales Local Multiplex
(c)		2002 - 2009	Bradford & Huddersfield Local Multiplex
(c)		2004 - 2009	Stoke on Trent Local Multiplex
(c)		2002 - 2009	Central Scotland Multiplex
(c)	AL100192BA/2	1991 - 2000	Signal Radio Ltd
(c)	AL100192BA/2	1992 - 2006	Imagine FM Ltd
(c)		2000- 2009	Signal 1 Stoke on Trent
(c)		2000- 2009	Signal 2 Stoke on Trent
(c)		2000- 2009	Imagine FM Stockport
(c)		2000- 2009	Wish FM Wigan
(c)		2000- 2009	Swansea Sound
(c)		2000- 2009	Wave Swansea

(c)		2000- 2009	Valleys Radio - S Wales Valleys
(c)		2000- 2009	Q96 Paisley
(c)		2000- 2009	Wave 102 Dundee
(c)		2000- 2009	Wire FM - Warrington
(c)		2000- 2009	The Wave Blackpool
(c)		2000- 2009	The Pulse Bradford
(c)		2000- 2009	Pulse Classic Gold Bradford
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	The Wolf Wolverhampton
(c)		2000- 2009	Peak FM Chesterfield
(c)		2000- 2009	Tower FM Bolton and Bury
(c)		2000- 2009	Juice FM - Liverpool
(c)		2000- 2009	Talk 107 Edinburgh
(c)		2000- 2009	Central Radio
(c)	CR000034BA/3	2009 - 2017	Pure FM - Stockport
(c)	DL000094BA/5	Current	Multiplex - NE Wales and W Cheshire
(c)	AL100840BA/2	Current	Silk FM
(c)	AL000274BA/3	Current	Dee 106.3
(c)	DP000165BA/2	Current	Dee on DAB and Love 80s – Liverpool & Manchester
(c)	DP101065	2015 - 2016	Manchester Business Radio
(c)	CR102895	2019 - 2022	Cheshire Radio Ltd
(c)	AL203	2008 - 2010	Dune FM
(c)	AL323	2010 - 2011	Central Radio
(d)			
(e)			
(f)			
(g)			
(h)			
(i)			

- 3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom's consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant's eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

N/A

- 3.16 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence?

No

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
N/A	N/A	N/A

Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

A detailed financial forecast that sets out establishment costs, annual income & outgoings with 36-month cash flow and profit & loss forecasts is included in Appendix A. This has a contingency built in to the figures for inflation (currently 2%) rising to 3%.

Capital Investment – £22,000

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

Operating Costs – £14,000 (per annum)

Transmission

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

Technical Support & Maintenance

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

Small-Scale DAB Management Software

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

Administration

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

Funding

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

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

a) Share capital

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

b) Loan stock

As indicated in the financial appendices, a working capital investment loan will be provided by the shareholders of Walsall DAB. We anticipate this loan being repaid within the term of the licence. Further funding is available, if required.

c) Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

d) Bank overdraft

There is no requirement for a Bank overdraft.

e) Grants and donations

There is no requirement for grants or donations.

f) Other (please specify)

None

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

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
Ambur Community Radio Ltd	45	£9,900
David Duffy	25	£5,500
Chris Hurst	25	£5,500
WCR	5	£1,100

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 and evidenced in the Appendix

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.)

Collaboration

Walsall DAB Ltd is a strongly local applicant group with collaboration at the heart of its ethos. It brings together partner organisations and individuals – each making a unique contribution by way of relevant skills and/or knowledge:

- Ambur Community Radio – Established in 2009 and has been providing a radio service for over 15 years. Today it super-serves the rich and diverse communities of Walsall.
- Chris Hurst co owns and operates the Dee Radio Group – which runs two locally focused commercial radio stations – Chester’s Dee 106.3 and Silk FM in Macclesfield; two DAB-only services Love 80s Liverpool and Love 80s Manchester; and owns 33% of the North East Wales and West Cheshire Multiplex
- Chris Hurst and David Duffy are stakeholders in a number of successful small-scale DAB multiplex companies including Edinburgh DAB, Cardiff DAB and 6 others.
- David Duffy is a director and owner of the small-scale DAB solutions provider Viamux and the software platform Optimux.

General Management

Walsall DAB will manage the day-to-day operation of the multiplex service - managing commercial, financial and operational matters.

Launching, establishing and maintaining a DAB multiplex requires technical competence, operational expertise, financial stability, and an aptitude to manage third party relationships successfully.

Technical & Admin Operation

Our contractor Viamux will provide training, professional services and the small-scale DAB solution. Their software, Optimux, has been specifically developed for the day-to-day management of small-scale DAB multiplexes. Using the dashboard makes it easy for non-technical personnel to manage, monitor and report on all aspects of a multiplex network as well as providing invoicing capability and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimux.

Viamux will be responsible for the launch of the multiplex and Walsall DAB for its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.

- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

Walsall DAB will oversee any multiplex re-configurations, and these will be undertaken in line with our policies and contractual agreements with service providers. We will be responsible for ongoing financial management of the multiplex; accounts, IT, admin, legal, customer service.

Team

All members of the wider team share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders gives us an excellent understanding of what is required in Walsall – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Personnel

Chris Hurst

Chris Hurst has worked in commercial radio for over 30 years. He's been a director and Ofcom licence holder for over 23 years. Chris was the Local Radio Managing Director of the LSE quoted Wireless Group PLC with responsibility for 10 local stations and 3 local multiplexes until it was acquired in 2002 by LSE quoted UTV Media PLC he continued in the position until 2009 at which point he had responsibility for 17 analogue radio stations, 7 digital stations and 4 local multiplexes. In 2009 he took a shareholding in Dee 106.3 Ltd and became its CEO a position he continues to hold. The Dee Radio Group went on to acquire Silk FM Ltd.

Chris is a strong believer and supporter of DAB, and the Dee Radio Group has launched digital services Dee on DAB, Love 80s Liverpool and Love 80s Manchester. Love 80s Manchester and Love 80s Liverpool are the only dedicated SSDAB services in the UK to publish RAJAR figures. The Dee Radio Group co owns the local multiplex for NE Wales and West Cheshire and Chris is a director of the holding company Muxco NE Wales and West Cheshire Ltd.

Chris was a consultant general manager of community station Pure 107.9 between 2009 and 2017 during which time Pure successfully applied for a grant to establish the Great Manchester Community Radio Alliance which ran for a number of years.

Chris is actively engaged in the radio industry as a whole and sits on the RadioCentre Advisory Group.

Chris attended Harvard Business School in 2005.

David Duffy – Director, Niocast Digital, Viamux & Optimux Digital

David Duffy is a senior radio professional with over 40 years' experience in all aspects of broadcast radio. He has contributed to the rollout of DAB in the UK by endorsing Kevin Foster's Private Members' Bill which sought to allow flexibility to adapt legislation to create a streamlined and light touch regulatory structure for small scale DAB. The Bill received Royal Assent in April 2017, becoming the Broadcasting (Radio Multiplex Services) Act 2017. David also contributing to the DCMS/Ofcom Small Scale DAB Licensing Consultation 2018 which helped shape the Small-scale Radio Multiplex and Community Digital Radio Order 2019.

David has successfully launched more small-scale DAB multiplexes in the UK as both a licensee and solutions provider for Niocast and Viamux clients than any other individual. These include complex multi-site networks in major metropolitan markets such as Edinburgh and Cardiff as well as the UK's fastest implementations - Wolverhampton (53 days) and Blackpool (74 days). To-date David Duffy has been involved in over 26 multiplex launches with a further 9 sites awarded and under construction.

David's involvement in radio dates back to 1981 (Essex Radio). He was launch director of Wire FM, the commercial radio station in Warrington. In 2004 he founded Cheshire FM and served as its first Chief Executive. In 2008 he led a group in the acquisition of Southport commercial radio station Dune FM and subsequently Preston's Central Radio.

In 2013 David established Niocom Associates (Niocast) to provide professional consultancy services to the broadcast sector. In 2015 Niocast was awarded one of the ten trial small-scale DAB trial licences (Manchester) which has been running successfully for over seven and a half years. In that time Niocast provide a platform for over 60 radio services and made a significant contribution to the development of small-scale DAB in the UK.

Viamux

In 2017 David co-founded Viamux to deliver low-cost DAB solutions for small-scale DAB operators. Viamux's first customer was the Irish State Broadcaster, RTÉ. Viamux went on to work with ComReg, Ireland's communications regulator, to operate a DAB multiplex in Cork - the first independent small-scale DAB multiplex trial in Ireland. Viamux is the leading provider of small-scale DAB solutions in the UK marketplace - working with small-scale DAB licensees across the UK (see 3.22).

Optimux

In 2020 David co-founded Optimux Digital – developer of the Optimux dashboard for managing small-scale DAB. Optimux currently power the operation of half of the small-scale DAB multiplexes on air today.

Ambur Radio & Priya Singh (Managing Director of Ambur Community Radio)

Ambur Radio 99.4FM is the Ofcom-licensed community radio station based in the heart of Walsall in the West Midlands, operating since 2009. They pride themselves as multicultural, serving ethnic societies of Punjabi, Hindu, Muslim, Gujrati, Bengali, Pashto and Western origin or descent. Ambur Radio's mission is to Inform, Educate and Entertain through specialist language programming on current affairs, documentaries, human interest stories, live interviews, policy issues, community broadcasts, music, event, and community activities. They have a history of delivering community events/initiatives, with up to 140,000 listeners from Walsall and surrounding areas and online. Their work within the community has been recognised by winning the 'Community Excellence Award' at the BCABA Awards.

Ambur has organised and delivered community-orientated projects and initiatives with partners including Walsall Council, Near Neighbours, Walsall Adult Community College, local schools and colleges, WM Fire Service, West Midlands Police, the local Primary Care Trust and the NHS. More recently Ambur provided translated guidance for Birmingham Council on COVID and as a partner with the Commonwealth Games.

Priya holds a Diploma in Radio Communications and is an experienced entrepreneur, community radio producer and presenter. She has extensive community links in Walsall and has been awarded "Inspirational Woman of the Year" by Business Link. Priya is also a successful social entrepreneur who is supportive of small firms and local charities in the Borough and its environs.

She also has experience of teaching students having delivered training at Dudley College over a number of years.

Wolverhampton Community Radio – The Revd Chris Allen FRSA

Chris has been a director at WCRFM since 2019 and the chair since early 2022. He is also the community editor at the station and takes the lead on engaging with community matters via the statutory and voluntary sectors. All his work (as that of his fellow directors) is voluntary or pro bono.

He has been a broadcaster since the eighties, first appearing with regular programmes on BRMB Radio in Birmingham.

Chris has run his own neighbourhood regeneration consultancy for over 20 years and has been an accredited adviser to central and local government. His current work is focussed on community led initiatives via the national Big Local programme. He also presents the 'Community Power Podcast' on behalf of the Local Trust, which administers the Big Local programme.

His background, as a Church of England priest, also gives him insight into faith communities and regularly features people from the diverse faith communities within Wolverhampton, working closely with the Interfaith Forum.

Chris is also a Fellow of the Royal Society of Arts, Manufactures and Commerce.

Walsall DAB is confident that this close-knit team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.

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

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux Ltd	 Viamux is a leading supplier of small-scale DAB solutions in the UK & Republic of Ireland. Established in 2017, Viamux specialises in Ofcom licence applications and coverage predictions as well as designing, building, installing, operating and maintaining small-scale radio multiplexes with clients in: • Manchester, • Edinburgh • Birmingham • Blackpool (launched in 74 days) • Cardiff • Newcastle & Gateshead, • Derry/London Derry • Exeter • Preston • Warrington, Widnes & Runcorn, • Cheshire East • Cheshire Mid • Nottingham • Liverpool • Wolverhampton (launched in 53 days) • Stirling & Falkirk More info: www.viamux.com
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

Timetable for coverage roll-out

- 3.23 Please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing:

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

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

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



Stages:

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

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

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

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

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

Ambur Community Radio will apply for a C-DSP licence

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

N/A

Demand or support from programme providers

- 4.4 Please provide in the table the names of providers of community or local digital sound programme services who have expressed their demand or support. For reasons of transparency, the response to this question *must be answered below and should not be provided as a separate annex.*

	Name of service provider and station name	Proposed C-DSP or DSP	Nature of evidence of support provided
1	Ambur Community Radio	C-DSP	See Confidential Appendix
2	Prodigal Sun Radio	C-DSP	See Confidential Appendix
3	KIC Radio	C-DSP	See Confidential Appendix
4	Brit Asia Radio	DSP	See Confidential Appendix
5	Gaydio	DSP	See Confidential Appendix
6	Radio Sangam	DSP	See Confidential Appendix
7	Radio Fiza	DSP	See Confidential Appendix
8	Club Asia Radio	DSP	See Confidential Appendix
9	Cosoro Radio	DSP	See Confidential Appendix
10	Gorgeous Radio	DSP	See Confidential Appendix
11	WCR	DSP	See Confidential Appendix
12	Love 80s	DSP	See Confidential Appendix
13	Love 90s	DSP	See Confidential Appendix
14	Zest UK	DSP	See Confidential Appendix
15	Radio Apni Awaz	DSP	See Confidential Appendix
16	Skylab Radio	DSP	See Confidential Appendix
17	Omega Radio	DSP	See Confidential Appendix
18	Nation Radio	DSP	See Confidential Appendix
19	Nation 80s	DSP	See Confidential Appendix
20	Easy Radio	DSP	See Confidential Appendix
21	Marefa Radio	DSP	See Confidential Appendix
22	Black Country Radio	DSP	See Confidential Appendix
23	Panjab Radio	DSP	See Confidential Appendix
24	Jambo Radio	DSP	See Confidential Appendix
25	Danceland	DSP	See Confidential Appendix
26	Danceland Anthems	DSP	See Confidential Appendix

27	Like One	DSP	See Confidential Appendix
28	Like Pop	DSP	See Confidential Appendix
29	Like Retro	DSP	See Confidential Appendix
30	Like Pop	DSP	See Confidential Appendix

5. Fair and effective competition

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

Prior to submission of this licence application, Walsall DAB has taken the following measures to identify and engage with services providers:

- Online Promotion – We launched a website www.WalsallDAB.co.uk to provide information about the project and the opportunities for prospective service providers. The website collected expressions of interest via an online form.



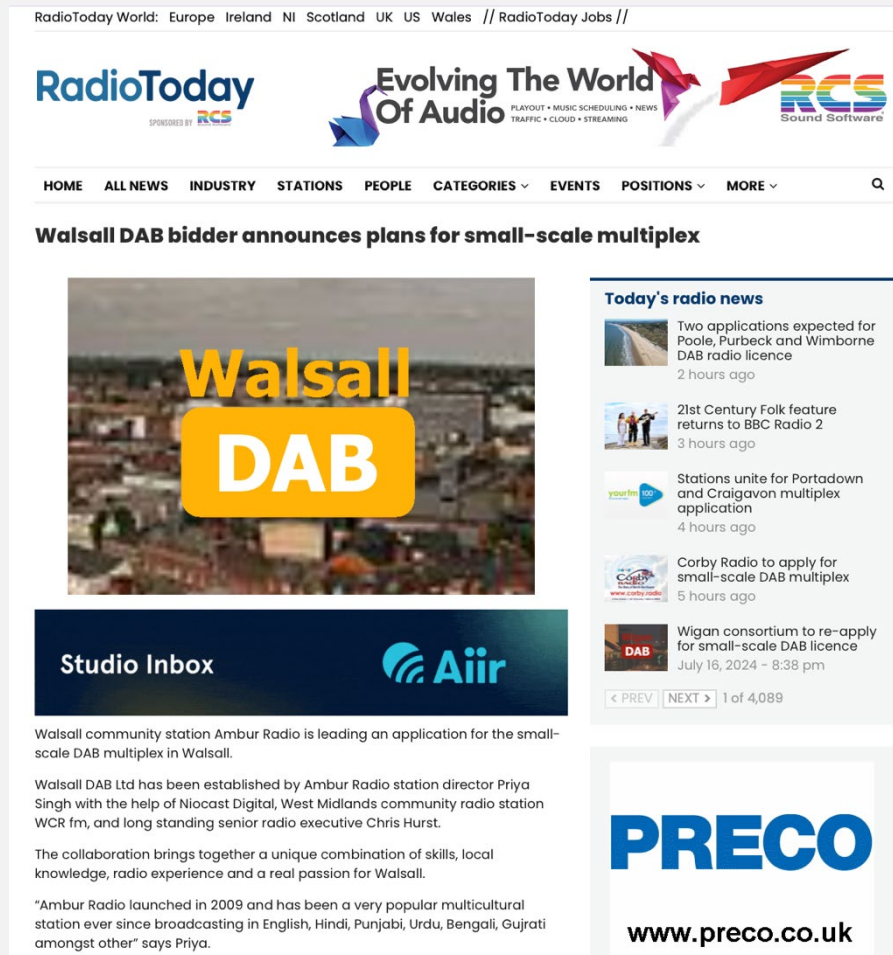
The screenshot shows the Walsall DAB website. At the top is the 'Walsall DAB' logo in yellow and white. Below it is a section titled 'DAB Digital Radio - Walsall'. This section is divided into six categories: COMMERCIAL RADIO, COMMUNITY RADIO, STUDENT RADIO, AUDIO CONTENT CREATORS, INTERNET RADIO, and HOSPITAL RADIO. Each category has a brief description of the opportunity. At the bottom, there is a paragraph about Walsall's location and history, and a coat of arms.

Walsall is a market town and administrative centre of the borough of the same name in the West Midlands. Historically part of Staffordshire, it is 9 miles north-west of Birmingham.

Walsall is the administrative centre of the wider Metropolitan Borough of Walsall. It was transferred from Staffordshire to the newly created West Midlands County in 1974. At the 2011 census, the town's built-up area had a population of 67,594 with the wider borough having a population of 269,323.

Neighbouring settlements in the borough include Darlaston, Brownhills, Pelsall, Willenhall, Bloxwich and Aldridge.

- **Media Coverage** - Engagement with the website was promoted in a press release which was distributed to local/regional press and published on the Radio Today website. It has also been widely shared on social media.



- **Outreach** - Walsall DAB has also conducted research to identify active community and internet radio services. We made direct contact via email or phone to ensure that radio operators were aware of the opportunity and if they were interested in participating in the project at this time. We contacted the local college (Walsall College Radio) to make them aware of the opportunity that the service could offer their student radio stations. We also contacted the local hospital radio (Walsall Hospital Radio) service with the same offer.
- **Consultation** - Following the receipt of expressions of interest Walsall DAB engaged in early conversations with potential C- DSP and DSP providers, to give them an indication of pricing and capacity.

Following the award of licence, Walsall DAB will take steps to secure carriage agreements with those services that have expressed their interest in joining the multiplex.

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

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

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

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

6. Declaration

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

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

Priya Singh

Date of application:

18 JULY 2024

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

Company director.