
Small-scale radio multiplex licence

Application form – Part A (public)

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

Wigan and St Helens Community Media CIC

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

Wigan SSDAB

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1. Overview

The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a 'small-scale radio multiplex licence'). A small-scale radio multiplex service is the means by which DAB digital radio stations ('digital sound programme services') are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The application form is divided into two parts – **Part A** (which we will publish on our website) and **Part B** (which will be kept confidential). This document constitutes Part A; Part B of the application form is available [here](#).
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.

How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk). The team cannot provide advice or pre-approve applications, but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 **Ofcom reserves the right to reject applications made using an old version of the form.**
- 1.8 Ofcom will accept handwritten application forms but they must be filled in using block capitals and black ink.
- 1.9 **Ofcom reserves the right to reject application forms that are illegible.**
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.
- 1.11 **Ofcom reserves the right to reject applications which do not meet the following criteria:**

- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
 - b) The person who signs and makes the declaration on behalf of the applicant must be:
 - i) A director of the company or the company secretary where the applicant is a company.
 - ii) A designated member where the applicant is a Limited Liability Partnership.
 - c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.
- 1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to broadcast.licensing@ofcom.org.uk. Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive an auto-response from broadcast.licensing@ofcom.org.uk confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask for the Broadcast Licensing team who will be able to confirm if your application was received.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom
Broadcast Licensing
Riverside House
2a Southwark Bridge Road
London
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

Application fee

- 1.17 A non-refundable application fee of £500 is payable either by cheque made out to 'Ofcom' or by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to ofcom.remittances@ofcom.org.uk.
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L
- 1.22 If the applicant is unable to make the payment by bank transfer, a cheque should be made out to 'Ofcom' and sent in the post to Ofcom Broadcast Licensing team, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. You must state the name of the applicant as provided in response to question 3.2 and proposed service name on the back of the cheque.
- 1.23 If an applicant is paying the application fee by cheque, the cheque must be received within five days of the application being received by Ofcom or the application may be rejected. If an applicant's cheque bounces, the application may be rejected.

Supporting documentation

- 1.24 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.25 **Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.**

- 1.26 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

Provision of information

- 1.27 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are 'fit and proper' to hold a licence and are not disqualified from participation in a licence.
- 1.28 It is an offence under the Broadcasting Act 1996 (as amended) to provide false information or withhold relevant information during the application process, and may be grounds for revocation of a licence subsequently granted.

Publication of applications

- 1.29 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, **no questions should be answered by means of the submission of a confidential annex**. If, for logistical reasons, an annex is required to answer a question in Part A of the form, this will be published on our website alongside Part A of the application form. Part B of the application form will remain confidential.
- 1.30 Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.31 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.32 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. If you have any questions about the information that we publish, or there are any changes to this information, you should contact the Broadcast Licensing team by email (broadcast.licensing@ofcom.org.uk).
- 1.33 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

Data protection

- 1.34 We require the information requested in this form in order to carry out our licensing duties under the Broadcasting Act 1990, Broadcasting Act 1996 and Communications Act 2003. Please see Ofcom's General Privacy Statement

www.ofcom.org.uk/about-ofcom/foi-dp/general-privacy-statement for further information about how Ofcom handles your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.35 We strongly recommend that you sign up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast Bulletin is published.
- 1.36 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month.
- 1.37 To sign up to receive these communications, please visit <https://www.ofcom.org.uk/about-ofcom/latest/email-updates> and select 'Broadcasting'.

2. Extent of proposed coverage area

About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [Guidance notes for licence applicants and licensees](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 2.1 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):

We have focussed our initial transmission objective on covering the majority of the core urban areas of Wigan and St Helens together with the major transport routes through and connecting the two localities so that SSDAB services will be widely available for both domestic and in car reception across the core areas. Within the practical constraints of transmission planning the service also endeavours to cover neighbouring populations within the Wigan SSDAB polygon including in West Lancashire and Knowsley, particularly those areas that are not covered by the Liverpool and Southport SSDAB polygons. Key areas of coverage include Wigan central urban area and Wigan neighbourhoods of Standish, Aspull, Hindley, Leigh, Abram, Ince-in-Makerfield; St Helens central and St Helens neighbourhoods of Rainford, Eccleston, Billinge and Haydock; Skelmersdale in West Lancashire. We are not proposing to actively serve any areas outside of the advertised polygon.

The technical plan has identified a minor gap in Newton-le-Willows within the core coverage area and other gaps towards the western edge of the polygon, including Ormskirk, which overlap with the Southport polygon. We will seek, in the future, to address coverage gaps where possible within the constraints of cost and technical planning, but outside of the 18-month scope for this proposal.

Our technical plan is based on three transmissions sites. Billinge Hill is a dominant landmark which offers coverage across the polygon but is a significant distance from Wigan centre and, at higher power, risks interference outside the Macro area. We have therefore adopted this site mainly for coverage of St Helens and Skelmersdale, with additional sites located in Wigan centre and Leigh.

About the area:

Wigan and St Helens are two closely associated localities - sharing a rich industrial history, affinity to sport and being within easy travel distance to the other and to the North West's major cities of Manchester and Liverpool. St Helens is ranked the 26th most deprived local authority in England (out of 317). Nearly a quarter of St Helens population (23.4%) live in neighbourhoods that fall within the 10% most deprived nationally (42,877 people). 19% of children in St Helens live in low-income families. In Wigan, 42% of people live in areas that are amongst the 20% most deprived nationally. 22.2% of the working aged population have long-term or work-limiting disabilities and approximately 5,000 people aged 65 and over claim Disability Living Allowance. Evidently many people living within our target area are facing economic and social disadvantage and we intend to give a priority to nurturing and supporting C-DSPs and local DSPs that respond to local tastes and interests and provide opportunities for local people to engage in community media production.

2.2 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)
Billinge Hill	SD523016	35	Kathrein Dipole	New	100W
Boyswell House	SD588058	51	Aldena Coaxial Dipole	New	100W
Spinners Mill	SD673997	30	Aldena 4-pole Log Periodic	New	150W

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](#).

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 (V23.0.0 version 1456)
Detail the terrain model used by the software and its resolution.	Ordnance Survey Terrain 50m

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Detail the ground cover (clutter) data used by the software and its resolution.	DEFRA and OSM at 50m
What propagation algorithm has been used?	Deygout 94
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	OFCOM provided population data used (2011 Census data)
Have your predictions been generated by a commercial organisation? If so, by whom?	Muxnet Limited

3. Ability to establish the proposed service

About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information is requested in Part B of the application form.

In the first part of this section we are asking for details of the applicant's officers (directors or, in the case of LLPs, designated members), its shareholders and participants. Where applicable, we are also asking for details of the officers of the applicant's parent and associated companies or LLPs etc.

If any of the individuals named in your responses are known by more than one name/version of their name, all names must be provided.

Certain persons are disqualified from holding a small-scale radio multiplex licence. This section asks the questions which enable us to consider this for those types of disqualification which apply specifically to bodies corporate. It also asks questions which are relevant to our assessment of the applicant's fitness and properness to hold a small-scale radio multiplex licence.

The response boxes and tables should be expanded or repeated where necessary, or provided in a separate annex.

'Officerships' in this section refers to: directorships of bodies corporate, designated memberships of LLPs, or membership of a governing body of an unincorporated association (including partnerships).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

Wigan and St Helens Community Media CIC

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

13595909

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:

Gerrard Winstanley House
 Crawford Street
 Wigan
 WN1 1NA

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

No

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 ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
David Edward Jenkins	The Old Courts, Crawford Street, Wigan, WN11NA	England	Arts At The Mill CIC (90040 - Operation of arts facilities) Square Chapel CIC (90040 - Operation of arts facilities) Heritage Asset Management Wigan LTD (43999 - Other specialised construction activities not elsewhere classified)	

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

Rebecca Amy Davenport	The Old Courts, Crawford Street, Wigan, WN11NA	England	Square Chapel CIC (90040 - Operation of arts facilities)	
Jonathan David Davenport	The Old Courts, Crawford Street, Wigan, WN11NA	England	Arts At The Mill CIC (90040 - Operation of arts facilities) Square Chapel CIC (90040 - Operation of arts facilities) Heritage Asset Management Wigan LTD (43999 - Other specialised construction activities not elsewhere classified)	
Michelle Mayor	The Old Courts, Crawford Street, Wigan, WN11NA	England	Arts At The Mill CIC (90040 - Operation of arts facilities) Square Chapel CIC (90040 - Operation of arts facilities)	

Details of participants

3.6 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
n/a				

Comments				

Details of relationships of control

3.7 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled by the applicant, any director of the applicant, any person/body corporate with control over the applicant, or any body corporate controlled by a person/body corporate controlling the applicant. Please include bodies corporate under joint control – i.e. which are controlled acting together in concert with third parties (e.g. because of a shareholder’s agreement):

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

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

Details of persons who control the applicant

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

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

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

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; ²	No	
An individual who is an officer of a body falling within (b) or (c);	No	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	

² Please refer to Sections 3 to 5 of Ofcom's religious guidance note at: https://www.ofcom.org.uk/data/assets/pdf_file/0028/88219/Guidance-for-religious-bodies.pdf for details on how we determine the eligibility of religious bodies to hold certain broadcasting licences.

An advertising agency or an associate of an advertising agency	No	
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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?

No

(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 3.14 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details
(a)	n/a	
(b)		
(c)		
(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.

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.

Financial & Business planning:

Our financial and business plan is rooted in the real-world knowledge of the costs and risks associated with the launch and operation of SSDAB services, and is informed by specialist advisers to the project who have successfully secured SSDAB licences in other areas and have an active understanding of the SSDAB trials and the SSDAB market. Our planning has been further informed by the financial experience of Director David Jenkins who is a qualified accountant (MBA and CIMA), Managing Director of Arts At The Mill CIC (t/o £2m+), and Financial Director of Battersea Arts Centre (t/o £10m+).

The business has a capital and start-up funding commitment from Arts at the Mill CIC of £60k (£50k loan, £10k grant) sufficient to launch the service and provide working capital. To maximise the potential for the service, we will additionally draw upon the Directors' track record in successfully building relationships with key social enterprise funders and securing grant income.

Expenditure

Pre-operational costs £9,388

Costs accrued in the period before receipt of revenue from selling carriage capacity include licence fees, professional fees & salaries. Pre-operational costs and working capital will be underwritten by the £60,000 loan finance commitment from Arts at the Mill CIC.

Capital costs £46,000

Capital costs include site acquisition and design, power supply, antenna rigging, transmission system and back-up transmitter. Baseline infrastructure (power, connectivity, equipment space and mounting surfaces) is already available on all proposed sites. We will use commercially available transmission equipment from reputable suppliers and have made provisions for each site. Capital costs will be met from the £50,000 loan from Arts At The Mill at 0% over 5 years which will be repaid from the operational surplus and a £10,000 non-repayable grant.

Operating costs £38,321 (Y1 excluding depreciation)

These include salaries, overhead costs, site rentals, transmission maintenance, multiplex system, network costs, marketing and promotion, licencing fees, professional fees, and financing costs. Cost efficiencies will be achieved by hosting the operation within Arts At The Mill CIC, an established Wigan-based not-for-profit arts organisation with £2m+ turnover and over 30 staff, including technical, marketing and finance functions.

Operating costs will be met by charging carriage fees to C-DSP and DSP customers of the SSDAB multiplex. We have completed an assessment into revenue earning potential of the SSDAB multiplex service including consultations with potential customers and other market intelligence to identify appropriate rates for C-DSP and DSP carriage (see Part B).

Additional services

We have made no assumptions for revenue from additional services but intend to offer wrap around support to C-DSP and DSP clients including business advice, marketing support, streaming and podcasting services, studio hire and co-working space.

Application of surplus

The business is set up on a not-for-profit basis but aims to generate a modest surplus which, after retaining what is needed by the business, will be applied to projects of community benefit within the coverage area consisting with the Articles of Association.

A business plan and detailed financial projections are provided in confidence together with supporting information with regard to investors and the investment strategy.

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

a) Share capital

n/a

b) Loan stock

Loan funding from Arts At The Mill CIC £50,000

c) Leasing/HP facilities (capital value)

n/a

d) Bank overdraft

n/a

e) Grants and donations

Grant from Arts At The Mill CIC £10,000

f) Other (please specify)

n/a

- 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 (£)
Arts At The Mill CIC	n/a	£60,000 (£50,000 loan, £10,000 grant)

- 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.)

CIC Structure

Wigan and St Helens Community Media CIC is a locally-led, not-for-profit organisation which seeks to operate Wigan SSDAB for community benefit. Wigan and St Helens Community Media CIC seeks to nurture a range of DSP and C-DSP services which represent a rich diversity of communities and special interests, and ensure that DAB is affordable for local and community stations that can demonstrate social gain.

CIC Governance

The CIC follows the recommended good governance framework provided in 'Governance For Community Interest Companies, 2015' which includes reaching for excellence in effective board procedures, strong leadership, organisational strategy and accountability and transparency. Any surplus generated from operational revenue will be retained to develop the SSDAB infrastructure or distributed for community benefit.

As residents and active social enterprise leaders in the area where Wigan SSDAB will operate, the Directors of the CIC recognise a need to grow the area's media infrastructure from the ground-up and are committed to supporting a cluster of C-DSP partners.

Skills and Expertise

David Jenkins has a background & experience in Financial Direction mergers, business acquisitions, & workforce management from the commercial sector, including an MBA & CIMA. As Managing Director of Arts At the Mill CIC, Dave has developed extremely robust financial management systems, policies and built a team that has raised and managed over £4m in grant funding and reporting to date. Dave also holds positions as Director of Square Chapel CIC, (Halifax) and as Finance Director of Battersea Arts Centre (London). In 2019, Dave was selected to take part in the British Council's 'Hubs as Hosts' project which encourages mutual sharing of knowledge, skills, best practice models, community building, and collaboration between hub managers in Africa and the UK. David is a founding member of the Northern Culture All-Partner Parliamentary Group (NC APPG) which seeks to promote the huge economic contribution made by the North's cultural sector and a partner in the Local Access programme, a cross-sector partnership that is working together to create the conditions for social enterprise growth & sustainability in Wigan.

David Jenkins will lead on project management to launch the SSDAB Multiplex. David leads a team that have evidenced strong project management skills through multiple large-scale projects that nurture local talent, build partnerships & develop the local social economy (profiles in Part B).

Rebecca Davenport co-founded Arts At The Mill (AATM) CIC in 2010. As Sales and Marketing Director, Rebecca is responsible for income generation including the hire of spaces for all commercial and community needs, cafe & bar development and audience engagement - growing audiences from 88,960 to 140,000pa from 2017-2020. Rebecca has significant project management, events management and sales

experience across the third-sector, including in culture, leisure and sport, is a member of the Chartered Institute of Marketing and has a degree from the University of Central Lancashire. During the Covid-19 pandemic, Rebecca led and coordinated a community response effort that delivered 740 food parcels and 1,953 phonecalls to Wigan's isolated residents, in partnership with Wigan Council, community organisations and local volunteers.

Rebecca Davenport will hold responsibility for publicising and populating the multiplex and contracting DSP and C-DSP service providers.

Michelle Mayor is an experienced project manager and Operational Director who has been responsible for logistics at Arts At The Mill CIC for the past 7 years, including administration, front of house, production/technical, facilities management and volunteering teams. Michelle is experienced in identifying and mitigating risk, health and safety and project budgeting. In 2019-20, her impact included ensuring that 89 training/support sessions for local people and organisations and 329 paid performance opportunities for artists were delivered on time and to budget. For the past 5 years, Michelle operationally led Wigan Arts Festival by coordinating teams of sound engineers, lighting technicians and producers to work on non-traditional sites across multiple venues including theatres, bars, outdoor stages and much more.

Michelle leads an in-house team of technical engineers who will be responsible for day-to-day multiplex management, licences and regulatory matters (profiles in Part B).

Jonathan Davenport co-founded Arts At The Mill (AATM) CIC in 2010. As an Artistic Director, Jonathan has 10+ years experience in high level arts programming, working with the likes of Sir Ian McKellen, Dr John Cooper Clarke, The Sugar Hill Gang and many more. Jonny has a background in community and care work in Wigan and St Helens, promoting engagement and education through music and creativity. Nationally, Jonathan is a partner on the national Collaborative Touring Network (CTN), a network that produces, presents and promotes diverse events to feed an appetite for culture in typically underserved communities across the country. In 2016-19, the CTN reached 49,467 audiences across England, catalysed the development of 141 new creative companies/performances and raised an additional 1.2m funds for the arts. Locally, Jonathan has played a key role in the grassroots music scene for 20 years including overseeing rehearsal and studio spaces, live events (including a key role in the launching of Wigan Pride) and artist development. Jonathan has taken part in the Clore Leadership programme, a bespoke professional development opportunity that works to develop leaders from across a wide range of cultural disciplines and sectors.

Jonathan is responsible for identifying opportunities for local and community service development and will support overall project management.

Specialist advisors

The company benefits from the support of a group of specialist advisors who have assisted with business development and technical planning and will be available to support the service to launch and to provide further input where required:

Steve Buckley has provided business planning and other licence application support. He is Managing Director of Community Media Solutions Limited a media development and social enterprise support agency established in 2004 with a track record of supporting hundreds of social enterprises and community media projects nationally and internationally. Steve is a founder and former chief executive of the Community Media Association and has been a board member and former president of the World Association of Community Radio Broadcasters. He is a founder of Shefcast Digital, the SSDAB service for Sheffield and Rotherham and has also served as a board member of Comux UK Limited which operates the UK's local digital television multiplex.

Donald McTernan, director and former general manager of Bristol-based Ujima Radio, is providing support for the development of C-DSP services in Wigan and St Helens including programming, business planning and licence application advice to ensure the SSDAB service contributes to development of the local and community broadcasting ecology. Donald is a former development officer for the Community Media Association with many years experience supporting community radio start-up and development.

Muxnet UK has provided support to the application. Muxnet UK's directors are Gregory Watson, Matt Deegan and Nick Piggott, who have extensive experience in building and operating digital radio multiplexes, and have been involved in Small Scale DAB technologies and trials for many years. Muxnet UK have offered to represent our commercial capacity to the market, and other support services as we need them.

Bitstream Broadcast has provided support with technical planning and is our transmission services partner. Bitstream Broadcast engineers have been involved in DAB planning, engineering and support since the start of transmissions by the BBC in 1995. The company provides, owns and operates DAB and FM networks in the north of England and Wales on behalf of broadcasting customers. Bitstream Broadcast has pioneered the use of DAB repeaters for retail stores and low-cost RF equipment for smaller DAB installations. More recently the company provided transmission equipment to OFCOM for the SSDAB trials and continues to support the trial services.

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
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Installation of transmission equipment	Bitstream Broadcast	As 3.21 above
Ongoing maintenance of the transmission equipment	Bitstream Broadcast	
Installation of the Multiplexing equipment	Bitstream Broadcast	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Arts At The Mill in-house technical team	See Part B

Timetable for coverage roll-out

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

We would expect to commence broadcasting within 12 months of the award of the multiplex licence. Assuming the licence decision is confirmed by Ofcom by December 2021 we would hope to launch the service in Summer/Autumn 2022.

Factors that will affect the date of launch include technical plan approvals and frequency clearance, planning permissions, seasonal weather conditions with regard to the antenna installation and the desirability of launching in a suitable window in the marketing cycle. We have funding commitments in place and suppliers identified for the main equipment items. We also have in principle agreements for site access on straightforward legal terms and we anticipate being able to commission all three sites within six months of approval of the technical plan.

During the launch planning phase we will liaise with DSP/C-DSP customers to communicate the planned timetable and any risks to ensure service planning alignment and to put in place carriage agreements and technical arrangements. We also anticipate offering a further window for additional DSP/C-DSP carriage requests.

A project plan and Gantt chart showing high level activities and tasks to launch is provided.

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

A project plan and Gantt chart showing high level activities and tasks to launch is provided.

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

About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

Involvement of C-DSP providers

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

YES

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:

'The Old Courts Radio' is a radio service intended to serve local communities in Wigan, St Helens and the surrounding areas by providing locally-led, vibrant and creatively rich content that celebrates the creativity in the everyday lives of the local people.

Based within The Old Courts arts centre, 'The Old Courts Radio' benefits from the hub's strong social media following and existing audiences of 140,000 per annum. People who engage with The Old Courts are predominantly based in Wigan's metropolitan centre - Swinley, Orrell, Standish, Hindley, Westhoughton, Shevington, Bryn, Ashton in Makerfield. This community includes volunteers, resident bands, artists & start-up social enterprises, people of all ages who attend a year-round programme of music, theatre, visual arts, dance, spoken word & family events, and isolated residents that have benefited from The Old Court's Covid-19 befriending phonenumber.

'The Old Courts Radio' will extend this reach to Wigan, St Helens & surrounding areas. Our target areas are post-industrial towns in North-West England which share a working-class heritage, a down to earth attitude and a rich sense of humour.

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

n/a

Demand or support from programme providers

- 4.4 Please provide in the table below (expanding the table if necessary) the names of providers (or prospective providers) of community or local digital sound programme services who have expressed their demand or support for the provision of the proposed multiplex service in the area to be served by the multiplex service. For reasons of transparency, the response to this question must be answered below and should not be provided as a separate annex. The evidence of the demand or support, such as signed heads of terms or emails, should be provided as a confidential annex, and relate only to the specific multiplex being applied for.

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
The Old Courts Radio	C-DSP	Heads of Agreement
Countywide Radio	C-DSP	Heads of Agreement
The Rolling Drama	C-DSP	Heads of Agreement
Radio M29	C-DSP	Heads of Agreement
Wrightington Hospital Radio	C-DSP	Email & Telephone
Gaydio	DSP	Heads of Agreement
Angel Radio	DSP	Heads of Agreement
Chris Country	DSP	Heads of Agreement
Edge Radio	DSP	Heads of Agreement
Skylab Radio	DSP	Heads of Agreement
Cosoro Radio	DSP	Email confirmation
Unsigned Radio	DSP	Email confirmation
XS Manchester	DSP	Email confirmation
Radio Sangam	DSP	Email confirmation

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

Requested as confidential	DSP	See Part B
Requested as confidential	DSP	See Part B
Asian Sound	DSP	Email confirmation
Diamond Life	DSP	Email confirmation

5. Fair and effective competition

About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

- 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:

Webpage

Following Ofcom's open call for Wigan SSDAB Licence applications, a webpage was launched to provide information about the project and the opportunities for potential service providers. This was accompanied by a press release distributed to local/regional press contacts and widely shared on social media. The website provided contact details and an expression of interest form.

Media coverage

We promoted our plan to apply for and operate the Wigan SSDAB service via our own website and via the radio industry trade press including the invitation for expressions of interest. This was covered in Radio Today and in radio industry blogs and social media. Examples of media coverage, including social media, are provided in the Annex 'Wigan SSDAB Promotional material'.

Local research

Alongside public invitations, we conducted research to identify active internet radio services located in Wigan and St Helens. We made contact to ensure that radio operators were aware of the opportunity and to assess local support needs. This included providing advice and support regarding the DSP/C-DSP application process, incorporation and business modelling.

Consultation

Following the receipt of expressions of interest we engaged in conversations with potential C-DSP and DSP providers including on pricing and capacity requirements. We prepared and distributed a

draft rate card and Heads of Terms. From those who have expressed firm interest in carriage we have collected signed Heads of Terms and/or email confirmation of their expression of interest.

Planned Open Call

We have allocated approximately 70% of available capacity to potential service providers on the basis of Heads of Agreement or confirmed expressions of interests. We have retained around 30% (together with any allocated capacity that is not taken up) to be allocated in a future open call that will be carried out after the licence award, in the event that our application is successful. We anticipate the level of demand at that stage to be significantly higher and that we would be likely to receive more expressions of interest than there is remaining capacity available, including from providers that have supported other bids. Assuming that to be the case we will undertake an open selection process with a fixed window and transparent assessment criteria that is likely to include the ability of the proposer to sustain the service if carriage is offered and the contribution the service is likely to make in responding to local interests and to increasing the diversity of services available. For this second call, in addition to designing a fair and effective competition process, we would reserve the right to revise the rate card in the light of experience and market conditions.

Our key business objective for the second open call is to achieve a fully populated multiplex with a waiting list. Depending on the outcome we may then hold further calls for expressions of interest.

6. Declaration

About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

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

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

DAVID JENKINS

Date of application:

01/09/2021

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.