
Small-scale radio multiplex licence

Application form – Part A (public)

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

Digital Radio Stockport Limited

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

Stockport

2. Extent of proposed coverage area

- 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):

This is a large polygon which encompasses swathes of South Manchester's densely populated urban sprawl including Wythenshaw, Levenshulme, Denton and Hyde. This is in stark contrast with the rural towns and villages of the Peak District to the East, such as High Lane, Disley, Furness Vale and High Peak. It also covers the affluent towns of Alderley Edge, Prestbury and Wilmslow towards the southern boundary and a 15 mile stretch of the A6, one of England's busiest roads.

The town of Stockport is on elevated ground, 6.1 miles (9.8 km) south-east of Manchester city centre, at the confluence of the rivers Tame, Goyt and Mersey, and is dominated by river valleys. The Mersey Valley is deep in the centre of Stockport, whilst the other two rivers create steeper valleys to the east and north. Other rivers, including Poise Brook, Hemphshaw Brook and the Ladybrook, contribute to the variable topography. The Town Centre itself is split level, with the old town on a promontory above the level of the Merseyway shops, and the south eastern parts of the town on a shallower slope along the A6.

The terrain becomes hillier to the east of the borough, whilst it becomes flatter and lower to the south and west. The lowest point in Stockport is along the banks of the Mersey in Gatley (c.80ft), and the highest is Mellor Moor close to the border with Derbyshire at 1076ft.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the Stockport Polygon as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

The erratic topography referred to above creates difficulties for low-power broadcast coverage. We have decided, therefore, to focus on the key population centres and are confident that, from the outset, the majority of residents will be able to receive a strong signal.

Coverage will be robust in and around Stockport town centre thanks to the height of our chosen transmitter site atop a large tower block. This will be augmented by a second site at Chartist House near Hyde to the north west.

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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 with bearing	Antenna	ERP (W)
Ratcliffe Towers	SJ897898	60	Folded Dipole 140deg ETN	New	50
Chartist House	SJ951948	46.5	Colinear - OMNI	New	50

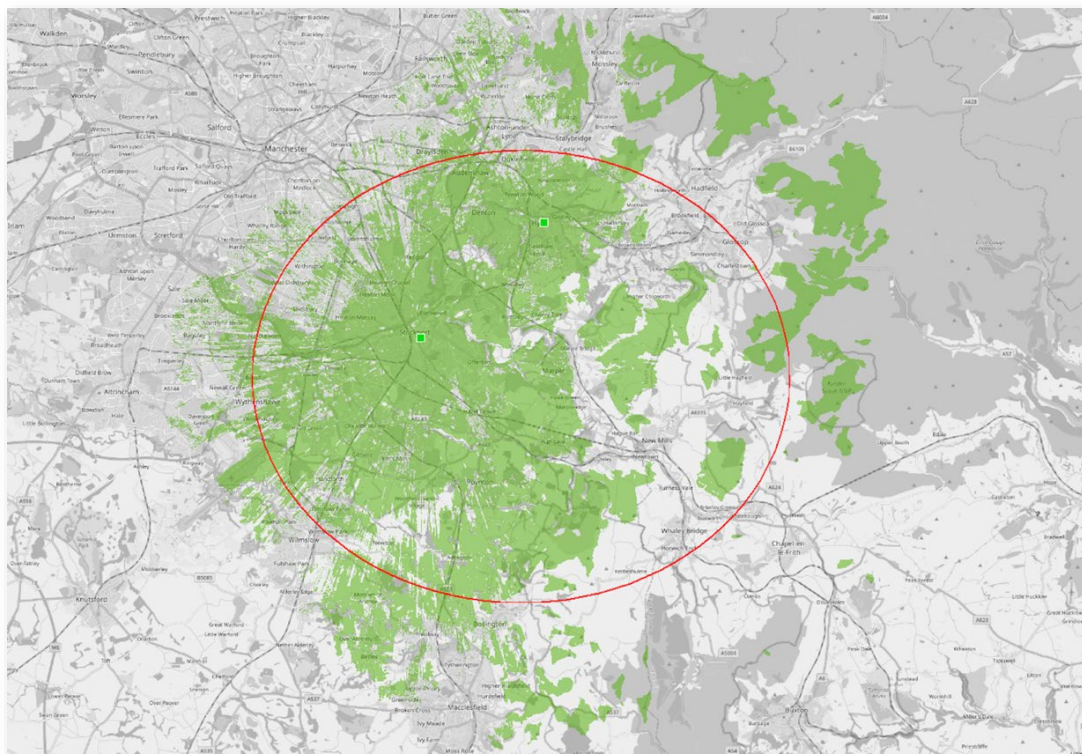
2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dBµV/m field strength and the advertised small-scale DAB licence area contour.

[Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A full coverage prediction map for the whole transmitter network is included in the annex. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level tables indicate that at 63 dBµV/m field strength;

- the number of people falling outside the 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.



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?	<p>Model pre-set – Fresnel</p> <ul style="list-style-type: none"> • 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):

Digital Radio Stockport Limited

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

13320099

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:

4 Pepper House, Pepper Rd, Stockport, Cheshire, United Kingdom, SK7 5DP

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
Paul Taylor	4 Pepper House, Pepper Rd, Stockport, Cheshire, United Kingdom, SK7 5DP	UK	Vision Stockport Ltd Giant Strawberry Ltd Digital Radio Stockport Ltd Shout Media and Events Ltd Shout Live Ltd PlaceCo Ltd Vision Stockport Ltd Wow Exclusive Designs Ltd	Management Consultant
Chellce Adams Jackson	4 Pepper House, Pepper Rd, Stockport, Cheshire, United Kingdom, SK7 5DP	UK	Giant Strawberry Ltd (Strawberry Radio) Digital Radio Stockport Ltd	Radio Station Director
Community Radio Alliance Ltd	Suite G13, Cheadle Place, Stockport Rd, Stockport, United Kingdom, SK8 2GL	UK	N/A	N/A

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

Details of participants

- 3.6 Complete the table, expanding it, if necessary, to list all bodies or individuals which hold or are beneficially entitled to shares, or who possess voting powers, in the applicant (i.e. the “participants”). If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

(If parts of this question are not applicable to the applicant – for example, because the applicant does not have shareholders – please respond “N/A” in the relevant parts of the table.)

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Paul Taylor	48	48	48	48
Chellce Adams Jackson	48	48	48	48
Community Radio Alliance Ltd	4	4	4	4
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	N/A	N/A

Details of persons who control the applicant

- 3.8 Complete the table, 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	N/A	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	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	N/A

3.11 In relation to each body corporate identified in response to question 3.8, complete the table, 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.)

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Name of body corporate identified in response to question 3.8	N/A			
Full name of participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A	N/A	N/A	N/A	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	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 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.

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

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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)	Details (Dates)	Details (Licensed Areas)
(a)			
(b)			
(c)	CR000023BA/3	2006-CURRENT	All FM (Levenshulme)
(c)	CR000024BA/3	2006-CURRENT	Wythenshawe FM
(c)	DP103261BA/1	2018-CURRENT	Pie Radio (Stockport)
(c)	CR000160BA/4	2008-CURRENT	Canalside Community Radio
(c)	AL100192BA/2	2009-2019	Imagine FM Ltd
(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	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.

Digital Radio Stockport Limited will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms. A confidential spreadsheet that sets out detailed income & outgoings with a 36-month cash flow forecast is included in the annex.

Capital Investment - £40,000

Our core ambition is to be able to offer service providers a low cost, easy to access, high quality digital broadcast platform and to ensure its long-term sustainability. To achieve this, the capital investment we are making has been carefully weighed to provide sufficient funds to meet the needs of establishing the platform and to ensure carriage fees are attractive and sustainable for service providers over the longer term. This principle has guided the number and choice of transmission sites – to keep both the capital and operational cost of transmission to a minimum.

The main capital investment is in the choice of multiplexing & transmission equipment. We have selected Viamux to provide the professional services (project management, site surveys, network design, configuration, installation and training) and the multiplexing/transmission equipment.

Operating Costs - £32,000

Transmission

The costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important ongoing operating expenditure for a multiplex company. Our selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensure 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

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

Administration

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

VAT

We expect for turnover to remain below the VAT registration threshold which will mean all carriage fees will be free from VAT. We expect many service providers will not be VAT registered and that an uplift of 20% would be a very real additional cost to them and a possible impediment to them participating in small-scale DAB.

Funding

The company will be funded through a combination of equity and primarily a shareholder working capital loan. Digital Radio Stockport will establish a successful multiplex operation 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

The company is capitalised at £100

b) Loan stock

A working capital investment loan of £40,000 will be provided by the shareholders. We anticipate this loan being repaid within 3 years. 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 (£)
Paul Taylor	48%	£17,500
Chellce Adams Jackson	48 %	£17,500
Community Radio Alliance Ltd	4 %	None

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 required funding is confirmed and available. Evidence that sufficient funds are available to each investing shareholder is available on request.

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

Digital Radio Stockport Limited 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:

- Paul Taylor and Chellce Adams Jackson launched Strawberry Radio in September 2019 after becoming despondent with the demise of local radio in Stockport, Strawberry is named after the town musical history based around Strawberry Studios home to 10cc, The Smiths, Neil Sedaka, Paul McCartney and so many more huge musical influences. Strawberry carries local news, weather, what's on and sport which includes Live Stockport County matchday commentary. Strawberry radio hosts schedule of annual, local events (appendix 1.1) and also have a number of Theatre shows planned on the Stockport Plaza along with their own Stockport Strawberry music festival www.strawberryfestival.co.uk
- All FM– the Ofcom-licensed community radio station in south central Manchester which has been successfully operating in the area since 2006

- Wythenshawe FM – the Ofcom-licensed community radio station in Wythenshawe which has been successfully operating in the area since 2006
- Canalside Community Radio – the Ofcom-licensed community radio station in Bollington which has been successfully operating in the area since 2008
- Pie Radio – the Ofcom-licensed online radio station in Stockport which has been successfully operating in the area since 2018

General Management

Digital Radio Stockport 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 Digital Radio Stockport 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.

Digital Radio Stockport 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 give us an

excellent understanding of what is required in Stockport – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Key Personnel

Paul Taylor

Paul was born in Stockport in 1965 and attended local Primary and Secondary schools.

Looking for a career in media he joined the Stockport Express Advertiser group of Newspapers as a Sales Representative, later becoming Sales Manager of the 9 weekly titles. After a spell at Stockport College lecturing NVQ in Management he started his own business called The White Disc which was a promotional CD service for DJs which gave him an understanding of radio and the music industry during the 1990s.

In 2009 Paul became an investor in Stockport's commercial radio station Imagine FM and ran the station as Chief Executive until 2019.

During this time Paul recognised the need for an outdoor events company in Stockport and launched Shout Media and Events in 2013, a company that initially organised events for radio stations such as Imagine FM, Revolution and various Global and Bauer Radio brands for the delivery of roadshows and Christmas light switch-ons etc. Shout Media also produces many music shows in the Stockport Plaza Theatre including Disco Fever and Northern Soul Live.

Paul was invited to join the board of Vision Stockport in 2016 to establish the Stockport Business Improvement District and after its successful formation he went on to manage this business from 2017 to the present day. This involves utilising an annual budget of £500,000 to increase Footfall in Stockport Town centre using events and promotions, along with changing preconceptions of the town during Stockport's transition in the last 5 years. He also works very closely with Stockport's Police team.

In 2019 Paul launched Stockport's largest independent Music festival; 80s Hits on the Pitch, later to become the 3-day Strawberry Festival alongside the formation of Strawberry Radio in 2019. Strawberry Radio has very quickly gathered momentum filling the void left as Imagine was consumed by Greatest Hits Radio. Strawberry Radio was invited to take over the Live Commentary for Stockport County in 2020 and hosted the Stockport Food and Drink festival.

During lockdown Paul was invited to the board of the Economic resilience Forum, a group of key local business leaders and high-level council officers steering the recovery from COVID across Stockport, advising on grants and COVID management. The group met daily in the initial stages of lockdown and still meet fortnightly to update on commercial activity and events across Stockport.

In July 2021 Paul launched Stockport's second Gigantic Frog art trail across the town and his team has received a nomination for a Stockport Business Award for this work.

Chellce Adams-Jackson

Born and raised in Stockport, Chellce AJ was just 14 as she attended Key 103 for her work experience exploring radio and went on to join Imagine FM at just 15 years old presenting and producing on air. By 17 years old Chellce had started selling commercial airtime for the station and was appointed as Sales manger and by the age of 21, she was finally pointed as station manager for Imagine FM one of the youngest station managers in the country. Her focus was directed heavily on the Stockport local listeners base and as part of this reintroduced Stockport County commentary on air of which she took over to Strawberry Radio where it is covered today.

Chellce's passion for radio is such that she wanted to truly connect with the local Stockport market so left Imagine FM in March 2019 to set up Stockport's Strawberry Radio on SSDAB and online, allowing her to continue to embrace the future of radio and technology.

In between this Chellce has operated freelance presenting on several radio station and her own weekend Saturday show across the wireless group up until sale to Bauer, you can also find Chellce regularly on TV with channel 4.

Nick Wright

Nick Wright is Trustee and Station Manager of Canalside Community Radio. His radio career started at hospital radio in Macclesfield in 1977. This was followed, in 1981, with a period of production work at Piccadilly Radio and Signal Cheshire. He joined Macclesfield's Silk FM in 1993 as full-time presenter and also covered sport. Additionally Nick was responsible for production and live outside broadcasts. After leaving Silk in 2004 he went on to form the area's first community station, Canalside, which started broadcasting to north east Cheshire in 2005.

The station has won numerous awards over the years. These include positive action awards both locally and regionwide. Canalside presenters and shows have also won a number of Community Media Awards.

Solomon Onaolapo

Solomon runs Pie Radio, an online station which simulcasts on the Manchester Trial DAB Multiplex. Solomon works with rising starts North West supporting youth employment. The station also has close links with Manchester, Salford and Bolton Colleges, offering training for people out of work, confidence training and filming.

Pie Radio is targeted closely at the ethnic youth communities across Greater Manchester.

Ed Connel

Ed runs All FM which has been broadcasting to Ardwick, Levenshulme and Longsight for 20 years.

In 2020 the station was awarded the Queens awards for voluntary service. In 2019 the team won Radio Station of the year at the national community radio awards. It also

won a community development award working with local schools. in 2019 “The Manchester Awards” Community award, constantly running radio training academies focusing on equal opportunities for all (underprivileged) wanting to learn and experience the industry, Have just completed the audio content funded “One Voice” project a series of shows exploring Chinese culture in the UK in Cantonese and English shows were aired across the UK.

Chris Paul

Chris has been CEO of Wythenshawe FM since 2010. His media career began as co-founder of ‘City Life Magazine’ in 1983. This was bought by the Manchester Evening News in 1990. Chris also founded the multi award winning training charity Innovation in Digital and Electronic Arts (IDEA) which trained more than 10,000 people in digital skills between 1997 and 2007.

He was elected to Manchester City Council in 2011, serving eight years. For five years was lead member for Greater Manchester for walking and cycling. Has been a political advisor to Transport Commissioner Chris Boardman since 2017.

For 25 years Chris has been a Trustee of well known charity “Walk the Plank” organising Manchester Day Parade and many other large events.

Presenters at Wythenshawe FM have been recognised for their outstanding work since 2000, winning a Queens Award for Voluntary Service, the equivalent of an MBE for charities, and receiving the High Sheriff of Manchester's recognition award.

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	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info:
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the	Viamux	

multiplexing equipment (if different from response to question 3.28 above)		<p>www.viamux.com</p> <p>viamux the small-scale DAB solution specialists</p>
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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:

Digital Radio Stockport Limited intends to launch the multiplex in less than 6 months from award of licence.

Upon award Digital Radio Stockport will immediately advance negotiations regarding the proposed transmission site(s). Following the procedure set out in Ofcom's Technical Policy Guidance, we will also liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, Digital Radio Stockport will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

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

Our timeline then focuses on the following key stages:

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

Viamux has confirmed the availability of all equipment and services to meet our timescales.

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

The GANTT chart (included in the annex) 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:

N/A

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

- **Strawberry Radio – Ofcom Licence Number DP103002BA/1**

Strawberry Radio is a member of Community Radio Alliance which holds a seat on the Board.

- **Pie Radio – Ofcom Licence Number DP103261BA/1**

Pie Radio is a member of Community Radio Alliance which holds a seat on the Board.

- **All FM – Ofcom Licence Number CR000023**

All FM is a member of Community Radio Alliance which holds a seat on the Board.

- **Wythenshawe FM – Ofcom Licence Number CR000024**

Wythenshawe FM is a member of Community Radio Alliance which holds a seat on the Board.

- **Canalside Radio – Ofcom Licence Number CR000160BA/4**

Canalside Radio is a member of Community Radio Alliance which holds a seat on the Board.

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
Strawberry Radio	C-DSP	Application Partner
Pie Radio	C-DSP	Application Partner
All FM	C-DSP	Application Partner
Wythenshawe FM	C-DSP	Application Partner
Canalside Community Radio	C-DSP	Application Partner
Gaydio	DSP	Emails
Care Radio	DSP	Emails
Cheesy FM	DSP	Emails
Panacea Radio	DSP	Emails
Asian Sound Radio	DSP	Emails
Rise	DSP	Emails
Moms Spaghetti	DSP	Emails
Madchester	DSP	Emails
Silk	DSP	Emails
Disco Radio	DSP	Emails
KFM	DSP	Emails
Love 80s	DSP	Emails
Love 90s	DSP	Emails

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:

Ethos - Digital Radio Stockport is conscious of its responsibility to ensure fair and effective competition, at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Proven - The participants in Digital Radio Stockport bring together a track record of successfully establishing radio stations. Lead organisation, Strawberry Radio, has, in a relatively short period, become the de facto local radio station for Stockport. It is run by Stockport people who have genuine passion for the town.

Our unique approach will be to foster a healthy and vibrant radio ‘ecosystem’ – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. Digital Radio Stockport will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership - An award of this licence to Digital Radio Stockport Limited ensures that the multiplex is operated by a locally-led community radio company supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical digital radio expertise.

Delivery - Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. Digital Radio Stockport Limited has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. 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.

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:

PAUL TAYLOR

Date of application:

1st SEPTEMBER 2021

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