

---

# Community Digital Sound Programme (C-DSP) licence

## Application form – Part A (public)

---

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

Wolverhampton Community Radio Training Ltd

Proposed service name:

WCRFM

Radio multiplex service(s) on which the proposed C-DSP service is to be provided (note this must be a small-scale multiplex area either previously advertised or currently being advertised by Ofcom as shown in the multiplex licence advertisement)

Wolverhampton

**Public contact details (i.e. Contact name and/or company name, company address, telephone number(s) and email):**

**Andy Walters**

**Wolverhampton Community Radio Training Ltd,**

**2<sup>nd</sup> Floor, Mander House,**

**Wolverhampton**

**WV1 3NH.**

**01902 572257**

**077 2000 1018**

**[andy@wcrfm.com](mailto:andy@wcrfm.com)**

# Contents

---

## Section

1. Overview	3
2. Applicant's details	6
3. The proposed service	16
4. Compliance of the service	23
5. Declaration	28

# 1. Overview

You should complete this form if you are applying for a community digital sound programme licence (“C-DSP”). You can find further information about C-DSP services in the [guidance notes for licensees and applicants](#).

This 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 on our website.

If you encounter any issues using these forms, please contact [broadcast.licensing@ofcom.org.uk](mailto:broadcast.licensing@ofcom.org.uk).

## The purpose of this form

- 1.1 You should complete this form if you are applying for a Community Digital Sound Programme (C-DSP) licence.
- 1.2 A digital sound programme service intended for broadcast by means of a local or small-scale radio multiplex service requires either a C-DSP licence or a local DSP licence. Ofcom’s published guidance notes set out some of the key issues that potential applicants need to consider in deciding which type of licence is suitable for them. In summary, C-DSP services are not run for financial gain and are required to provide social gain. C-DSP licences therefore include strict conditions to ensure that happens, and provide less flexibility than a local DSP licence. However, they do provide access to capacity that small-scale radio multiplex service providers are required to reserve solely for C-DSP services.
- 1.3 A C-DSP licence will be required even if the same programme service is also provided on any other platforms (e.g. FM, satellite), as separate licences are required for those.
- 1.4 As noted above, small-scale radio multiplex services will have reserved capacity for C-DSP services. Issue of a C-DSP licence does not, however, guarantee carriage on a small-scale (or local) radio multiplex service. That is a matter for agreement between the C-DSP licensee and the multiplex service provider, and there may be more C-DSP licences issued in a locality than there are reserved slots on the small-scale radio multiplex service. Note that a C-DSP service does not necessarily have to broadcast using reserved capacity. It can use unreserved capacity on a small-scale radio multiplex service or capacity on a local radio multiplex service, again subject to agreement with the multiplex service provider.
- 1.5 An application for a C-DSP licence will be accepted only once Ofcom has advertised the licence for the small-scale radio multiplex service upon which the proposed C-DSP service is intended to be provided. There is no closing-date by which an application for a C-DSP licence must be submitted (i.e. it can be submitted at any time after the licence for the relevant small-scale radio multiplex licence has been advertised).
- 1.6 You can find further information about how to determine if a service requires a C-DSP licence in Section 2 of the [guidance notes for applicants and licensees](#).

## Provision of information

- 1.7 Ofcom requires complete and accurate information to assess applications. This is so that we can assess your application against statutory criteria, consider whether those involved in the body applying for a licence are ‘fit and proper’ to hold a licence, and determine whether their involvement with other organisations disqualifies them from participation in a licence.
- 1.8 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 information about applications and licensed services

- 1.9 Information provided in **Part A** of the application form will typically be published by Ofcom in our Monthly Radio Update publication the month following the submission of your application. This may take longer if the application is received late in the month. Information provided in **Part B** will not be published.
- 1.10 In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in Section 2 of Part B of the application form), which may include personal data, on the Ofcom website and/or in other relevant publications. 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](mailto:broadcast.licensing@ofcom.org.uk)).
- 1.11 Ofcom considers issued C-DSP licences to be public documents and copies of licences will be made available to third parties on request albeit, other than the Key Commitments which are tailored to the service, C-DSP licences are standard form documents. A brief description of the licensed service will be published on the Ofcom website, along with the Key Commitments which form part of the licence.
- 1.12 Ofcom publishes a [monthly radio licensing update](#) which lists new services licensed, new applications, licences revoked, licence transfers, and changes to licensed services during the past month.

## Data protection

- 1.13 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](#) for further information about how Ofcom handles your personal information and your corresponding rights.

## Keeping up to date with broadcasting matters

- 1.14 We strongly recommend that the appropriate person at the applicant body signs up to receive Ofcom's regular email updates on broadcasting matters including notification when the Broadcast and On Demand Bulletin is published.
- 1.15 To sign up to receive these communications, you must visit [the email updates area of our website](#) and select 'Broadcasting.'

## 2. Applicant's details

### About this section

In this section we are asking you for details about the applicant company. This must be a body corporate which is not profit distributing.

In the first part of this section, we are asking for basic details about the applicant. These include company registration number and contact information.

In the second 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 C-DSP 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 propriety to hold a C-DSP licence.

Before completing this section of the form, you should read [Ofcom's guidance on the definition of 'control' of media companies](#). Throughout this section, "control" has the meaning it is given in Part I of Schedule 2 of the Broadcasting Act 1990.

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).

### Applicant information and contact details

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

Wolverhampton Community Radio Training Ltd

2.2 Company registration number stated on Companies House:

03171108

2.3 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:

Level 2 Mander Centre, Wolverhampton, England, WV1 3NH

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

**Yes** (delete as appropriate)

**If no, please submit the up to date document and indicate you have done so in the checklist in Section 4 of Part B.**

- 2.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary, a director or (if an LLP) designated member.

(If you are an agent completing the form on behalf of the applicant please do not enter your details here – see paragraph 2.25 of the [guidance notes](#)).

Full name	Andrew Walters
Job Title	Engineering Director
Address	Level 2 Mander House, Wolverhampton, England, WV1 3NH
Telephone	01902 572257
Mobile phone	07703 494875
Email	andy@wcrfm.com

- 2.6 If the proposed Licensed Service has/will have a website, please provide the website address below.

www.wcrfm.com

- 2.7 How will the service be financed? If the applicant is receiving, or is likely to receive, any form of funding and/or financial assistance to establish and maintain the service, please provide details of who is providing that funding/financial assistance and the extent of it.

If you are receiving funding from, or on behalf of, a source that could be considered a political organisation or a religious body, you must set out the nature of that organisation here.



The service will be financed as per our FM licence with a mixture of commercial (advertising and sponsorship) and grant funding. We also hold a Service Level Agreement with public health and are developing a Patronage relationship with local bodies (currently Wolverhampton College and Wolverhampton Homes).

We do not receive any form of funding from political organisations or religious bodies.

## Ownership and control of the company which will hold the licence

### Details of officers, participants and shareholders of the applicant

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

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Andrew Walters	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Programmes and Engineering Director – Wolverhampton Community Radio Training Ltd.	n/a
Revd Christopher Allen	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Chair of directors Wolverhampton Community Radio Training Ltd; CEO Compass Community Partnerships Ltd; Chair of Trustees -Engage Life (Charity)	n/a
Timothy Beech	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	HR and Compliance Director - Wolverhampton Community Radio Training Ltd; Director Tettenhall College	n/a
Deborah Huxton	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Director - Wolverhampton Community Radio Training Ltd	n/a

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

C-DSP licence: Application form (Part A)

Lord of Withersdale Ian Henery	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Director - Wolverhampton Community Radio Training Ltd; Ian Henery Solicitors Ltd; Esquires&Gentry Ltd	n/a
Lyndon Edwards	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Music Director - Wolverhampton Community Radio Training Ltd	n/a
Alphina Ndlovu	Level 2 Mander House, Wolverhampton, England, WV1 3NH	England	Director - Wolverhampton Community Radio Training Ltd	n/a

2.9 Complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the applicant (“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.

Full name of >5% participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				
Company is a not for profit Limited Company with no share issues				

2.10 Complete the following table, expanding if necessary, to identify any entities with which the applicant is affiliated. By affiliated, we mean companies that are related through ownership, either with one company being a minority shareholder in the other, or through multiple companies being owned by a third party.

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

Full name of the entity	Address
Wolverhampton DAB Ltd	Level 2 Mander House, Wolverhampton, England, WV1 3NH

2.11 Complete the following table, expanding it if necessary, to list any bodies corporate which are controlled by the applicant, and their affiliates:

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

Full name of entity	Address	Affiliates
N/A		

### Details of persons who control the applicant

2.12 Complete the following table, expanding it if necessary, to list all persons who control the applicant, together with their affiliates. If any persons or bodies control the applicant jointly because they act together in concert (e.g. because of a shareholder’s agreement), each such person must be identified here:

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

Full name of individual or body	Address	Affiliates
N/A		

2.13 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 2.12, and any affiliates of those bodies. An “officership” refers to being a director of a body corporate, designated member of a limited liability partnership, or member of the governing body of an unincorporated association:

(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 officership held	Affiliates of that body
N/A		

- 2.14 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 2.12, and their affiliates:

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

Full name of body corporate listed in 2.11	Body corporate controlled	Affiliates of body corporate controlled
N/A		

- 2.15 In relation to each body corporate identified in response to question 2.12, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% 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 2.12. 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 2.11				
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
N/A				
Comments				

### Involvement of the applicant in specified activities

- 2.16 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement

A local authority	NO	
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	NO	
A body whose objects are wholly or mainly of a religious nature; <sup>2</sup>	NO	
An individual who is an officer of a body falling within (b) or (c);	NO	
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	NO	
An advertising agency or an associate of an advertising agency	NO	

## Details of applications, licences and sanctions

2.17 Is the applicant (i.e. the body corporate that will hold the licence) a current licensee of Ofcom?

**Yes** (delete as appropriate).

If yes, please provide the licence details expanding the table if necessary:

Licence number	Name of multiplex
CR 042	WCR FM

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

2.18 Has the applicant (i.e. the body corporate that will hold the licence) held an Ofcom broadcasting licence before?

**Yes** (delete as appropriate).

If yes, please provide the details expanding the table if necessary:

Licence number	Name of service or multiplex
CR 042	WCR FM

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

**Yes** (delete as appropriate).

If yes, please provide the details expanding the table if necessary:

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
October 1999 – April 2007	LRSL71	WCR AM (1350kHz) LRSL

2.20 Does the applicant (i.e. the body corporate that will hold the licence) control an existing Ofcom licensee?

**Yes** (delete as appropriate).

If yes, please provide the licence details expanding the table if necessary:

Licence number	Name of service or multiplex
CR042	WCR FM

2.21 Is the applicant (i.e. the body corporate that will hold the licence) 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** (delete as appropriate).

If yes, please provide the following information, expanding the table if necessary:

Licence number	Name of service or multiplex
	N/A

2.22 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** (delete as appropriate).

If yes, please provide the following information, expanding the table if necessary:

Licence number	Name of service or multiplex
	N/A

2.23 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** (delete as appropriate).

If yes, please provide the following details expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Details of the investigation
		N/A

- 2.24 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** (delete as appropriate).

If yes, please provide the following details relating to each sanction expanding the table if necessary:

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed
	N/A			

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

**No** (delete as appropriate).

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
NO	N/A	

- 2.26 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 do 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”.



We currently hold, as a body corporate, a Community Radio Licence, CR 042 since March 2007 and previously to that, an LPAM licence dating back to October 1999, surrendered in 2007. Before 1999 we had run many RSLs, the oldest being a special event licence in July 1989. We are a well-established broadcaster in the city with a good track record in local broadcasting and radio training.

## 3. The proposed service

### About this section

This section asks you to describe your proposed service, including the Key Commitments you propose to include in your licence. This includes your service name, multiplex name and character of service, in addition to standard commitments that all C-DSP licensees need to abide by. Holders of an existing analogue community radio licence to be a simulcast on the proposed C-DSP service can replicate the existing analogue key commitments as it is our expectation that the key commitments for simulcast services are to be in keeping with one another. If a licence is granted, the information you provide in this section will be used to form the basis of the annex to your licence. You will only be authorised to broadcast what is detailed in the annex of the licence.

In this section, you will also need to set out how your service will provide social gain, community participation and how you will be accountable to the target community. This is in line with statutory requirements for the granting of C-DSP licences. **The information provided in this section is also the basis on which decisions are made.**

If you hold, or intend to hold, multiple C-DSP licences, the answers given in this section and the intended delivery of your Key Commitments must apply to the locality in which your proposed service will broadcast (as set out in the Draft Key Commitments in this application form).

### Your proposed service and target community

3.1 What is the proposed service name?

WCRFM

3.2 On which radio multiplex service do you intend to broadcast? If the relevant radio multiplex licence has not yet been awarded, please state the name of the area that the multiplex service is intended to cover, as defined in the multiplex licence advertisement.

Wolverhampton

3.3 Where is your proposed studio located? Please note that this must be located within the coverage area of the small-scale radio multiplex service identified in answer to 5.2 (or the advertised area for a small-scale radio multiplex service that has not yet been awarded).<sup>3</sup>

---

<sup>3</sup> If you propose to provide your service on a local, rather than a small-scale, radio multiplex service, there is no requirement for your studio to be located within the licensed area of that local radio multiplex service.

Level 2 Mander House, Wolverhampton, England, WV1 3NH

- 3.4 If the proposed service is a simulcast or corresponding service of an existing licensed radio service, please list that below and provide the licence number.

We wish to simulcast our current FM service, WCR FM (CR 042) with DAB only opt out programmes.

- 3.5 What is the target community of the service? Please include the geographical area that you wish to serve in addition to the interests or characteristics that define your target community. The area you wish to serve must be geographically located within the coverage area of the radio multiplex service on which you intend to broadcast. **Answer in fewer than 400 words.**

We will serve the City of Wolverhampton, Bilston and surrounding areas as a full-service Community Radio station as we currently do on FM. Our target audience are the people who live, work or are being educated in the City.

Overall output will typically comprise of 70% music and 30% speech (speech excludes advertising, programme/promotional trails and sponsor credits).

WCR music output includes an eclectic mixture of 'middle-of-the-road' music and easier chart material. The station will play music that is appropriate to the speech content being broadcast at the time. Specialist music shows will be broadcast and include a wide range of different genres including both classical and popular Asian music, Country and Western, Roots music, Unsigned new music, dance and the whole spectrum of Rock music.

Speech output will be relevant to the target audience. Daytime output will cover community interests and will present community activities. Evening output will be more specialised serving particular interest groups, such as local artists and will represent the ethnic make-up of the city. This includes local weather, traffic, news and interviews along with outside broadcasts. We have very good contacts within the city as evidenced by our current FM output.

Station output will be presented in English. 24 hours a day, 7 days a week and will mainly rebroadcast our existing FM service CR 042. Live programming will typically be for 8 hours per day and may include pre-recorded inserts, if applicable. The majority of the output will be locally produced. Since launching on FM in 2007 the two other local broadcasters in the city are no longer originating local programmes which leaves us as the only local radio service in the city

- 3.6 How will you ensure that your proposed C-DSP service is run on a not-for-profit basis? Please give details of specific measures or arrangements in place to ensure this, and how any profit will be wholly and exclusively used for securing or improving the future provision of the service, or for the delivery of social gain. **Answer in fewer than 400 words.**

Wolverhampton Community Radio Training is a company limited by guarantee, a not for profit organisation.

When any extra revenue is made this will be distributed back into the radio station to improve the service providing new equipment, training and social gain to the community, and generally securing the future provision of the service.

## Social gain

- 3.7 What community benefits will your service bring to your target community(ies) and, if applicable, the general public. Please include summaries of evidence to support your answer, including details about other organisations you intend to work with. **Answer in fewer than 500 words. Please do not provide names of individuals in your answer.**

WCR is a not-for-profit social enterprise that is sustained by over 10,000 voluntary hours per year, and is regulated by OFCOM. Many of its volunteers go on to develop careers in various aspects of the media. Our mission statement is:

*WCR FM is a non-profit community radio station committed to providing outstanding news, public service information and entertainment to the diverse communities of the city of Wolverhampton, its environs and the people who live and work there.*

*It provides high quality opportunities for the training and emergence of new broadcasting talent, and offers existing professionals and volunteers the chance to both maintain and develop their skills. WCR is committed to engaging with and reflecting the perspectives of individuals and communities that represent the fullest possible range of people in Wolverhampton.*

*Its activities are underpinned by a commitment to the highest values of trust, respect and collaboration, both internally and externally.*

In addition to the wide range of music genre, which impacts on positive mental health by reducing loneliness and isolation, it provides specific public service to its listeners through

- “Wolverhampton Today” (Mon-Fri 12-3pm) national topics highlighted through interviews and applied to the local area.
- “Chris Allen in Conversation” (Sun 12-2pm) interviews with local political, community and business leaders.
- “Inside Tracks” (Sundays 5pm plus repeats) a weekly feature of local people, their history, interests and favourite music, that has been running for 30 years.

- “Rise and Shine” (Sun 7-10am) interviews and other content to highlight inspiring initiatives and people in the local area.
- “Breakfast” (Mon-Fri 6-10am) and “Drive” (Mon-Fri 4-7pm) comprehensive traffic and travel reports

Example social issues covered regularly include:

- Adoption
- Charity support (palliative care, visual impairment, animal welfare)
- Community facilities
- Community safety
- Crisis support
- Dementia
- Domestic abuse
- Health related news and initiatives
- Local economy
- Loneliness and Isolation
- Mental health
- Mindfulness
- Money management
- Poverty
- Shopping Local
- The arts
- Young people opportunities

*Testimony from the Council Leader:*

*To whom it may concern.*

*I am more than happy and proud to offer a testimonial in respect of WCRFM.*

*WCRFM have been an integral part of the City for over 30 years and to their credit have completed their mission utilising only volunteers to achieve this. It certainly has helped that many industry engineers and broadcasters give up their valuable time bringing a degree of professionalism to a voluntary organisation.*

*Furthermore their mixture of local news and programming that is based and led by the community offers tangible benefits that commercial stations can or will not reproduce.*

*They are totally community based and items and announcements are given prominence, interviews with local people and place makers are mixed expertly.*

*Training is an integral part of their offer and many hundreds of local people have and continue to benefit from this tie up.*

- 3.8 Please summarise how your service will facilitate discussion and the expression of opinion. Answer **in fewer than 200 words**.

As highlighted above, we broadcast 20 hours per week of programming that examines and debates local and national issues.

We encourage interaction both on air and on line via our social media platforms.

We have a robust equality, diversity and inclusion policy, which is being further developed to include an advisory group that will monitor the station output around EDI.

We are also in the process of developing a weekly business show to encourage inward investment in Wolverhampton, especially supporting the 'Wolverhampton Pound' initiative.

- 3.9 How will you ensure that members of your target community(ies) can gain access to the facilities used to provide your service, and receive training in using these? In particular, please set out how this will be done practically, formally and/or informally. **Answer in fewer than 400 words.**

We are set up as a training company. We have a very experienced Training Manager and over thirty years of radio training as a company. Presenters, Producers and Engineering staff trained at WCR have gone on to successful careers in BBC and Commercial Radio and Television as well as on line publishers.

We are in receipt of funding from the City of Wolverhampton Council via the City Ideas fund to train young people in the 18-24 age range to improve employment opportunities and increase skills and confidence. In conjunction with this, we have a one-hour weekday programme (3-4pm - The Gold Rush) especially set up for new presenters to gain experience.

We have recently applied for some seed corn funding to pilot a one-to-one mentoring programme for young people wanting to gain work experience with us.

We also have several programmes that air during the week to facilitate access as highlighted above, which highlight hundreds of events and causes over a single year.

We have recently applied for some seed corn funding to pilot a one-to-one mentoring programme for young people wanting to gain work experience with us.

- 3.10 How will your service provide better understanding of your target community and the strengthening of links within it? **Answer in fewer than 200 words.**

In addition to the advisory group highlighted above in relation to EDI, we hold regular conversations with people in the statutory, community and business sectors off air that help shape our output in terms of service to the community.

An example would be the development of the Sunday Lunchtime “in conversation” show, moved to an agreed more accessible time. The ‘off air’ consultation linked with guests continues to develop understanding and shape output.

We have also developed a single studio in a community venue that will increase access and provide a further training facility for the development of community developed programmes and podcasts.

DAB will also increase our awareness through partnership working with diverse communities across the city linked by the medium of radio.

- 3.11 Please summarise the relevant experience of the group or its members in activities related to the provision of social gain or other relevant non-broadcast areas (such as third sector, training or education). **Answer in fewer than 200 words.**

WCR was formed in 1986 as a pressure group to establish Community Radio in the UK. We have run several successful RSLs and eight years of LRS before running as a Community Radio Station since 2007. We produced a weekly Wolverhampton magazine programme for BBC Radio WM for twenty years. One of a very small number of groups who did this.

Chair – Chris Allen takes the lead on engaging with community matters via the statutory, voluntary and business sectors. He has been a broadcaster since the eighties on BRMB Radio in Birmingham. He is an accredited government adviser and also a Fellow of the Royal Society of Arts, Manufactures and Commerce

Director - Tim Beech – a career media professional, including many years experience as Managing Editor of BBC Local Radio stations. Tim leads on HR and compliance.

Director – Alphina Ndlovu – accountant and lead on EDI.

Director – Ian Henery – solicitor and poet.

Director – Andy Walters – A volunteer at WCR since 1995, and a career engineer, including many years experience as Chief Engineer at BBC Radio WM.

Trainer - Stuart Hickman – Has many of experience at Beacon Radio in Presentation as well as Station Management at Centre Radio in Tamworth and Radio Hafren in Mid Wales.

## Participation

- 3.12 How do you propose to ensure that members of your target community(ies) are given opportunities to participate in the operation and management of the service? **Answer in fewer than 400 words.**

We have an inviting and open door policy, which is further facilitated by the community studio highlighted above.

We regular invite people to 'get involved' with us, and directly approach individuals whom we believe can add to our skills base.

We hold regular gathering with our voluntary staff team, and have recently recruited to our directors' team in order to increase our range of skills and diversity.

In February of this year we hosted three days of community events as part of the Literature Festival. This included three live outside broadcasts from the event, which gave a platform to over 30 artists.

Through our partnership with community groups, statutory agencies and the business sector we invite people to play a strategic and presentational role within the service.

## Accountability

- 3.13 How will members of your target community contact your service and influence its operation? **Answer in fewer than 300 words.**

As mentioned above, we are developing a new EDI reference group in line with our policy.

Additionally, we are also developing a 'friends of WCR' initiative that can further influence our programming.

Being a lead shareholder in the DAB multiplex is also enabling new relationships that will help us complement other community broadcasting, especially from minority ethnic groups.

Most of the influence over our output though, come from the extensive relationships we have at an individual level across all sectors.



- 3.14 How will suggestions and/or criticisms from members of your target community(ies) be considered and acted upon? **Answer in fewer than 300 words.**

We take all feedback seriously, and use it to shape our programming. We invite interested people to participate.

Feedback is presented at our board meetings, or if a more immediate response is needed via the board members WhatsApp group to initiate discussion.

The station manager reviews any criticism with the chair of directors to consider an appropriate response or change.

Formal complaints will be initially reviewed by the chair of directors, with a second director available for any appeal against such a complaint.

Should the complaint be against the chair of directors, then the deputy chair would review the complaint, with a further director available for appeal.

If necessary we have access to an external human resources specialist (pro bono) who is able to advise on both internal and external matters.

## Draft Key Commitments

Below is an example of the licence annex where the Key Commitments appear. Should a licence be awarded, the entries you provide below will form the Key Commitments section of your licence. Holders of a community radio analogue licence that is to be simulcast, or a corresponding service, are expected to provide key commitments that are in line with their existing service(s). As such, applicants may refer to the existing key commitments of the relevant simulcast or corresponding service(s) to ensure that the draft below is in line with those of the existing service(s).

Please provide entries where specified in **BOLD** below. The information you enter here should reflect your answers to Sections 3 and 4 of the Part A of your completed Application Form. This will form the basis of your Key Commitments alongside the mandatory text in italics. Do not amend the text in italics as every service is required to comply with these requirements, but the details of how each service does so do not need to be included in the Key Commitments.

### ANNEX TO LICENCE

**LICENSED SERVICE NO**            tbc

Licensed Service	Service Description	Transmission Schedule	Multiplex
<p>&lt;ENTER THE SERVICE NAME</p> <p>WCRFM</p>	<p><b>&lt;WCRFM&gt;</b> <i>is a radio service intended to serve</i></p> <p>NOTE: The next 3 headings below are the components of the ‘character of service’.</p> <p><b>&lt;ENTER DESCRIPTION OF TARGET AUDIENCE&gt;</b></p> <p>WCRFM will continue to serve the city of Wolverhampton. Those who live, work and visit the city. The target audience is mainly 30-65 but that does not exclude other groups who will have specialist programmes targeted at them.</p>		<p><b>&lt;WOLVERHAMPTON SSDAB&gt;</b>: as in question 3.2 of this application, specify if small-scale or local multiplex the radio</p>

	<p><b>&lt;ENTER A DESCRIPTION OF THE LOCALITY&gt;</b> NOTE: this can be all, or a subset of, the area covered by the radio multiples service described in the next column&gt; (<i>“the target community”</i>) by</p> <p>WCRFM will continue to serve the City of Wolverhampton, the towns of Bilston and Wednesfield and surrounding localities as it currently does on its FM service.</p> <p>Wolverhampton is a diverse city of about 260,000 people.</p> <ul style="list-style-type: none"> <li>• 35.5% of the population are from Black, Asian and Minority Ethnic (BAME) communities</li> <li>• 20.5% of the City population have some form of disability</li> <li>• There are over 88 languages spoken in the City</li> <li>• 16% of the diverse population were born outside the UK (2011 Census)</li> <li>• City of Wolverhampton has a younger population than the English average</li> <li>• 3,248 residents aged 16+ estimated to be (LGBTQ+)</li> <li>• Employment rate for BAME and non-BAME residents in the city are on a par, unlike many other areas nationwide</li> </ul> <p><b>&lt;ENTER A BRIEF STATEMENT OF MAIN PURPOSE OF THE RADIO SERVICE, ITS FUNCTIONS/ACTIVITIES</b> describe in no more than 50 words&gt;</p> <p>Mission Statement (partly): WCRFM is a non-profit community radio station committed to providing outstanding news, public service information and entertainment to the diverse communities of the city of Wolverhampton, its environs and the people who live and work there, many of whom are disadvantaged through poverty.</p>		<p>station plans to broadcast on&gt;</p>
--	---	--	--

	<p><i>The studio of the Licensed Service is located within the coverage area of the Small-Scale Radio Multiplex Service identified above (n.b. the Licensee will not be in breach of this requirement if an existing studio ceases to fall within the coverage area merely as a result of technical changes to the Small-Scale Radio Multiplex Service outside the control of the Licensee).</i></p> <p><i>The Licensed Service shall have the characteristics of a Community Digital Sound Programme Service as set out in the 2019 Order and, in so doing, shall achieve the following objectives:</i></p> <ul style="list-style-type: none"><li><i>• the facilitation of discussion and the expression of opinion,</i></li><li><i>• the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and</i></li><li><i>• the better understanding of the particular community and the strengthening of links within it.</i></li></ul> <p><i>Members of the target community shall contribute to the operation and management of the service.</i></p> <p><i>The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.</i></p>		
--	--	--	--

## 4. Compliance of the service

### About this section

This section asks you to describe the compliance arrangements for the proposed licensed service, i.e. the arrangements which the applicant will put in place to ensure that the content it proposes to broadcast will comply with the relevant regulatory codes and rules for programming and advertising. These include:

- The Ofcom Broadcasting Code
- The BCAP Code: the UK Code of Broadcast Advertising
- The Phone-paid Services Authority Code of Practice

Condition 17 of a C-DSP licence requires that you have compliance procedures in place, and this section asks that you demonstrate your ability to meet this licence condition.

Before completing this section of the form you should read Section 4 of the [C-DSP guidance notes](#), where you will also find links to the codes and rules listed above.

- 4.1 Please give details of all compliance training (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e. the individual who holds overall responsibility for compliance of the service) has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

WCR currently runs a Community Radio service on 101.8FM in Wolverhampton and has done since March 2007. Before this we ran an LRSL service launching on 1350kHz in 1999. Before that we mounted several RSLs and a weekly speech magazine programme on BBC Local Radio that ran from 1989. Across all of this time we have an almost unblemished record of compliance.

All presentation staff are given regular updates on compliance from our very experienced Management and Training personnel (see below)

- 4.2 Please give details of any practical compliance experience (including dates) the person named in response to either question 2.3 or 2.5 in Part B (i.e the individual who holds overall responsibility for compliance of the service) has with respect to the relevant codes and rules.

The director responsible for compliance has over 30 years experience within the BBC (, including that of an award winning Managing Editor for nearly 15 years (2006-2020) at BBC Radio Shropshire.

Within his role he completed a range of courses relating to compliance (including BBC training on editorial standards, and was actually lead trainer for the West Midlands on Editorial Values.

He also led the BBC's West Midlands Diversity executive group, achieving significant increases in representation and portrayal across all outlets.

- 4.3 For each role within your compliance team please provide job title and a brief description of the functions of the role specific to ensuring compliance of the proposed service. Please do not give names of individual members of staff – this question relates to job roles rather than currently employed individuals.

Chair – Has over 40 years experience in radio, starting as Religious presenter on BRMB Radio in Birmingham. He is an accredited government adviser on neighbourhood regeneration, including business planning, evaluation and performance management.

Programme Director – central to the governance of WCRFM through its history, specialising in programming and engineering support.

Compliance Director – Also has over 30 years of experience in Broadcasting. The last twenty of which has been as a Managing Editor of two BBC Local Radio stations.

Programme and Training Manager – Has over 30 years of experience in Commercial Radio, some of this in Management of two commercial radio stations. They induct new presenters and make sure compliance is adhered to as far as possible.

Head of Music – Also has over 30 years of experience in presentation and music scheduling on Commercial radio and these days works as a Producer on BBC Local Radio. He is regularly kept up to date with the latest compliance procedures. He works alongside the Music Director.

- 4.4 How does the applicant intend to formally train staff in compliance procedures? Please include details of the compliance training that will be given to those responsible for live programming, including compliance staff, presenters and producers.

All staff at WCRFM regularly undergo compliance training.

The Programme and Training Manager is line managed by the chair of directors, and works with designated directors with regard to Programmes, Music and Compliance.

**Programme and Training Manager:** Sets and monitors the WCRFM programme policy and

manages the programme schedule. He reviews music (alongside music director and coordinator) and other material before it is uploaded to the online database and/or scheduled for broadcast in line with station policy.

The Programme and Training manager maintains an in-depth working knowledge of the Broadcasting Code and other legislation, ensuring presenters meet required standards.

The Programme and Training manager is responsible for ensuring that Key Commitments are met in so far as they relate to the content of programmes and broadcast content. Schedules music and other content to meet station policy and following guidelines.

The role holder develops and delivers a training programme to ensure that station policy and regulatory requirements, including the requirements of the Broadcasting Code are met. Delivers induction and presenter training for new presenters, from the start of their membership through to the completion of their initial training.

- 4.5 Will the training described in response to question 4.5 be mandatory for all staff and volunteers? If not, outline who will receive it.

Compliance training is mandatory to everyone who undertakes any on air or supporting role.

- 4.6 It is a licence requirement that a licensee must ensure that all programming on its service (broadcast at any time of the day or night) complies with Ofcom's codes and rules (e.g. Ofcom's Broadcasting Code, which sets requirements on standards to be observed in programme content for the protection of the public).

- a) Set out in detail below the systems the applicant intends to have in place to ensure it will be able to comply with the codes and rules when the service is broadcasting live content. Your response should include details of what you will do to prepare presenters and guests pre-broadcast and the process for ensuring that any non-complaint content is dealt with swiftly during the broadcast.

Only experienced presenters are permitted to undertake live broadcasts and with the authority of the Programme and Training manager who will take a decision having reviewed the presenters training record, experience and other aspects of the presenter's approach to presentation. Initially, this will be under the supervision of a more experienced presenter. The Programme and Training manager will make checks to ensure that the presenter understands the requirements of the Broadcasting Code and understands how to deal with problems that might occur when on-air, including compliance breaches and the actions of guests.

- b) Set out in detail below how the applicant intends to ensure that pre-recorded material will comply with Ofcom's codes and rules. Pre-recorded content could include, for example, material obtained from, or streamed from, third party sources as well as content produced by the licensee.

We have two recording systems regarding our output constantly in line with our compliance and our 'Listen Again' Service. Our Compliance Director monitors station output for compliance with the Code and other regulations and station policy. He will provide constructive feedback to presenters via the Programme and Training manager on things they have done well and those areas that require improvement. Where there is concern that standards are not being met or there is a risk that the Code might be breached, remedial action will be taken as required. This may involve further training or may require the temporary or permanent removal of that presenter from broadcasting on the service.

Only a small number of experienced presenters of specialist music programmes are permitted to use their own music collections and their shows are closely monitored by the Programme and Training manager for compliance with the Broadcasting Code and station policies.

Some programmes and features are produced by outside sources, for example syndicated shows. We only schedule shows from reputable and reliable sources, however, series and shows of this nature are reviewed by the Programmes Director before we agree to broadcast them.

All volunteers must sign our Volunteer Agreement before their role and involvement. By signing the Agreement each volunteer agrees to abide by our rules and values, amongst other things, to comply with the Broadcasting Code, other legislation and station policies.

- 4.7 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to what you will broadcast on the station, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.



The Station Manager is constantly scrutinising the stations programme output to ensure compliance along with key commitments is being met. All WCR presenters are constantly being reminded the importance of these codes and rules.

- 4.8 Please set out how you will ensure ongoing compliance with your Key Commitments that relate to the station's off-air social gain activities, including how you will monitor that these are being delivered e.g. who will be responsible for monitoring this, how often will they monitor it, how you ensure this information is published.

As stated in section 4.7, all of our current volunteers/presenters are constantly being reminded of Ofcom's compliance rules.

All of our presentation team are advised to check these means of communications on a day-today -basis along with regular feedback sessions.

In addition, all of WCRs volunteers/presenters are sent a volunteers agreement outlining rules, and codes in addition to a link signposting members to the Ofcom website regarding radio compliance.

WCR trains all new presenters in operations, and compliance. The full importance of the compliance conformity is pointed out. This is of prime importance to the directors/management of the station, and in turn becomes significant to all presenters.

Classes are also held to refresh members of their obligations as a broadcaster.

The subject of compliance is also reminded to all WCR presenters and supporting role volunteers at meetings.

The output, and key commitments is constantly monitored by the Station Manager for radio compliance as laid down by Ofcom.

- 4.9 What language(s) does the applicant intend to broadcast in?

English

- 4.10 For each language listed in response to question 4.9 please provide details of how many compliance team member(s) are fluent in each language and will be responsible for

ensuring that content broadcast in that language complies with the Ofcom's code and rules. **Please do not give names of individual members of staff.**

All staff broadcast in English

## 5. Declaration

### About this section

This form must be submitted by the applicant named in response to question 2.2. An agent may not sign **the form**.

The person authorised to make the declaration on behalf of the applicant must print their name and must be one of the following :

- A director of the company or the company secretary where the applicant is a company.
- A designated member where the applicant is a Limited Liability Partnership.

The declaration must also be dated.

- 5.1 I hereby apply to Ofcom for the grant of a licence for the community digital sound programme service described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- 5.2 I further declare and warrant:
- a) that I am not a disqualified person within the meaning of that expression as defined in Part II 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;
  - b) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as a 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; and
  - c) 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
  - d) that no director or person concerned directly or indirectly in the management of the applicant is subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- 5.3 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 any other individuals and/or

bodies corporate with substantial involvement 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 applicant or person authorised to make the application of behalf of the applicant:**

ANDREW ROGER WALTERS

**Date of application:**

29<sup>th</sup> MARCH 2023

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

Company secretary / company director / designated member (in the case of a Limited Liability Partnership)

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