
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):

ALL ARTS & MEDIA

Proposed service name:

ALL FM

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)

Manchester DAB

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

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MANCHESTER,
M19 3QE
0161 248 6888
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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.

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 smallscale 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

C-DSP licence: Application form (Part A)

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).
- 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.

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

Yes

If no, please submit the up to date document and indicate you have done so in the checklist in Section 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	EDWARD CONNOLE
Job title	Director
Address	ALL ARTS & MEDIA, LEVENSHULME OLD LIBRARY MANCHESTER M19 3QE
Telephone	0161 248 6888
Mobile phone	
Email	ed@allfm.org

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

www.allfm.org

- 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 by our fundraising activities such as:

	<p>week are: content that reflects topics and issues of concern to members of the target community, as well as events taking place within the local area, discussion and local information.</p> <p>Over the course of each week, the majority of programming is broadcast in English, however specialist programming in other languages that reflect the diversity of the communities in the area also feature.</p> <p>The service provides original output during daytime hours between 07:00 and 19:00. The studios are located within the licensed coverage area. The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives: the facilitation of discussion and the expression of opinion, 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 the better understanding of the particular community and the strengthening of links within it.</p> <p>Members of the target community contribute to the operation and management of the service. The service has mechanisms in place to ensure it is accountable to its target community.</p>		
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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).

Ed Connole via induction at ALL FM

- 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.

Ed Connole has led ALL FM for 10 years in which times he has overseen training and responded to all compliance issues.

- 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.

ALL FM DIRECTOR - ensures all compliance processes and procedures are adhered to by volunteers and staff. S/he is the contact for compliance issues or questions from members of the team or community. S/he is responsible for managing and keeping recordings of all live broadcasts as required by the code. Furthermore s/he will liase with Ofcom with ref to any issues/complaints.

- 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.

We will train all delivery staff in compliance for radio.
All presenters and producers are already and will continue to be trained as part of their radio production training in compliance regs & procedure.
Furthermore we will also train them in how to act if compliance standards are breached.

- 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.

This training will be mandatory for all production staff and volunteers producing shows on ALLFM.

- 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 noncomplaint content is dealt with swiftly during the broadcast.

All regular presenters/producers are required to sign a volunteers agreement, this is in part to ensure they will adhere to Ofcom regs and ensure all presenters are aware of their compliance obligations.

Each presenter is reminded that any non-compliant content should be deleted from their carts.

The delivery team have a procedure to follow if non compliant content is broadcast.

For swear words or non compliant references within songs, which might have been missed by pre broadcast procedures, presenters are asked to immediately fade out the track and issue an on air apology..

The presenter is then spoken to about this. A repeat of this may lead to formal warnings and possible dismissal.

- 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.

Volunteers and/or staff can consult the ALL FM Director if they have worries re pre recorded content. The delivery team can edit, delete shows with inappropriate content.

- 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.

We have a log of all shows that are broadcast on ALL FM 96.9 aswell as the breakdown of community engagement via radio training. This is fed back at montly board meetings via a report.

ALL volunteers and training participants are required to register so we have a record of their age, gender etc and we are in a position to be able to monitor the diversity of our volunteers, participants, radio output etc.

We also publicise an annual report.

For all radio training projects – there is an end of project report detailing who was engaged, outcomes, outputs etc.

- 1.2 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.

We record participant and volunteer data on our database. We have objectives and KPIs in our business strategy plan. Plus each project has its own KPIs as agreed with the funder and/or partner.

We evaluate throughout projects in order to measure impact and ensure that participants' needs are being met.

Quantitative data: age, post code, gender etc. is recorded for all of our volunteers and participants, to ensure we are reaching those in Manchester communities at greater risk of isolation

Evaluation: we use questionnaires to monitor the journey travelled by the participants on a project. ie skills gained, confidence developed etc.

Qualitative data: This comes via interview usually conducted by a Support Worker as well as talking to a focus group and carrying out case studies. These enable us to take an in-depth look at participants' journey on a project and what has and hasn't worked in the delivery aspect.

We will document project and evaluations using: photos, audio recordings (we encourage participants to interview each other) and evaluation discussion are hosted in the live radio show at the end of each project.

We will also talk to staff and partners to investigate their feelings re ALLFM, project delivery and what can be improved.

Monitoring is an ongoing process. But at a minimum they will be fed back to the board. Most board meetings are held at monthly intervals. The responsibility lies with the ALL FM Director.

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

English, Cantonese, Farsi, Spanish, Punjabi, Urdu, Polish

4.9 For each language listed in response to question 4.8 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.**

We know the volunteers as we have trained them and supported them. Then

further supported them in their probation period at ALLFM., After confidence has been established they become a regular part of the schedule.

Sporadically I will request a breakdown of the content of a particular show.

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:

EDWARD CONNOLE

Date of application:

23/4/2023

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

company secretary

You also need to complete the [confidential section \(Part B\) of the applicationform](#)