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# Community Digital Sound Programme (C-DSP) licence

Application form – Part A (public)

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

Leeds Dance Community Radio Ltd

Proposed service name:

LDC Radio

Radio multiplex service(s) on which the proposed C-DSP service is to be provided:

Leeds Digital Media Ltd

Public contact details:

info@leedsdab.com

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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](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 be published by Ofcom following the submission of your application. 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, 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):

Leeds Dance Community Radio Ltd

2.2 Company registration number stated on Companies House:

11013547

2.3 For UK registered companies, the address of the applicant's registered office stated on Companies House:

- 2.4 James Graham Building Leeds Beckett University, Headingley Campus, Church Wood Avenue, Leeds, England, LS6 3QS 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	Daniel Tidmarsh
Job title	Director
Address	LDC Radio, James Graham Building, Headingley Campus, Leeds, LS6 3QS
Telephone	
Mobile phone	07392465725
Email	Daniel.tidmarsh@ldcradio.co.uk

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

www.ldcradio.co.uk

- 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 via the general operation of the station, Local adverts and grants

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

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

2.8 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address <sup>1</sup>	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Daniel Tidmarsh	James Graham Building Leeds Beckett University, Headingley Campus, Church Wood Avenue, Leeds, England, LS6 3QS	UK	HRUK Group – Recruitment & training HRUK E-Learning – E-learning platform HRUK Education – Provides apprentices jobs HRUK Recruitment – Temp and perm recruitment Corner House Group – Coffee shop Tidworth Consultants – Building design Eaton & Slater – Aromatherapy- Shelby ADL Ltd – Performing Arts Events	
Lyll Cardis	James Graham Building Leeds Beckett University, Headingley Campus, Church Wood Avenue, Leeds, England, LS6 3QS	UK	HRUK Group – Recruitment & training HRUK E-Learning – E-learning platform HRUK Education – Provides apprentices jobs HRUK Recruitment – Temp and perm recruitment	

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



			Corner House Group – Coffee shop - Shelby ADL Ltd – Performing Arts Events	
Arran Haj- Najafi	James Graham Building Leeds Beckett Univer- sity, Headingley Campus, Church Wood Avenue, Leeds, England, LS6 3QS		Feel Good Productions Ltd – Creative Arts Pro- duction Company  Shelby ADL Ltd – Per- forming Arts Events  Hyde Park Unity Day – Community Cohesion Project Board Member	NHS Digital – HR Business Partner

2.9 Please identify any entities with which the applicant is affiliated:

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

Full name of the entity	Address
N/A	

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

Full name of entity	Address	Affiliates
N/A		

2.11 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:

Full name of individual or body	Address	Affiliates
Daniel Tidmarsh	19 Whitecote Gardens, Leeds, LS13 2HZ	N/A

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Lyall Cardis	38 Gledhow Lane, Leeds, LS8 1SA	N/A
Arran Haj-Najafi	17 Sycamore Avenue, Leeds LS14 2EX	N/A

2.12 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 2.11, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
Daniel Tidmarsh	HRUK Group – Recruitment & training HRUK E-Learning – E-learning platform HRUK Education – Provides apprentices jobs HRUK Recruitment – Temp and perm recruitment Corner House Group – Coffee shop Tidworth Consultants – Building design Eaton & Slater – Aromatherapy	
Lyall Cardis	HRUK Group – Recruitment & training HRUK E-Learning – E-learning platform HRUK Education – Provides apprentices jobs HRUK Recruitment – Temp and perm recruitment Corner House Group – Coffee shop	

2.13 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 2.11, and their affiliates:

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

2.14 In relation to each body corporate identified in response to question 2.11, 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 (“participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 2.11. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in 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

2.15 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	No	

nature, or which is affiliated to such a body		
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

2.16 Is the applicant a current licensee of Ofcom?

**No** (delete as appropriate).

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

Licence number	Name of multiplex

2.17 Has the applicant held an Ofcom broadcasting licence before?

**Yes** (delete as appropriate).

Licence number	Name of service or multiplex

<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.

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CR102239	Leeds Dance Community Radio Ltd

2.18 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
15/05/2018 - Present	CR102239	Leeds Dance Community Radio Ltd

2.19 Does the applicant 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
CR102239	Leeds Dance Community Radio Ltd

2.20 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”)?

**Yes** (delete as appropriate).

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

Licence number	Name of service or multiplex
CR102239	Leeds Dance Community Radio Ltd


2.21 Has 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

2.22 Is 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

2.23 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


2.24 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act 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”.

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

## 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. 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.

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?

LDC Radio

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.

Leeds Digital Media Ltd

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>

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<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.



James Graham Building Leeds Beckett University, Headingley Campus, Church Wood Avenue, Leeds, England, LS6 3QS

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

CR102239

- 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.**

As an FM not-for-profit community radio station, we serve Leeds, one of the fastest growing cities in the UK, and surrounding suburbs. We want to expand on our current approx. 40K listeners a week. Our target community is the currently underserved specialist independent dance music community. Which is not served by other commercial outlets. Our target age group is 15-49 making up 52% (390,773) of the total 751,485 people living in Leeds. We anticipate that the actual listener age group will exceed this due to the seemingly limitless appeal of music, which transcends typical group identifiers such as age, ethnicity and religion. There are 194,418 men & 196,355 women within our target age group. We estimate a listenership of approx. 30% of our target community with a 55/45 female/male split. Source: (2011 Census). The population of Leeds is projected to grow to 819,000 people by 2024 and currently boasts an extended population of 3 million people which includes visitors & commuters. Community Demographics Leeds Dance Community (LDC) Radio will broadcast to a racially & culturally diverse community. We will bridge the multiculturalism of the local community by offering a platform for young and local artists to utilize and grow. The black and ethnic minority population of Leeds is the most diverse outside of London and currently home to over 140 ethnic groups (Leeds City Council). 'Mixed race' is the fast growing ethnic identity in Leeds.

- 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.**

We have been running a not-for-profit FM Radio station since 2017 going live in May 2020, we have nurtured relationships not only with the population of Leeds but with aspiring artists and the future broadcasting workforce. Our relationships with Leeds Beckett University, Leeds City Council, Hyde Park Unity Day and our 70+ artists many of whom have left the commercial radio world to join a not-for-profit and independent workspace because they believe in our vision, integrity and passion to deliver a free service to impact as wide an audience as possible.

The directorship has dedicated a combined 5 decades to underground and independent music, investing £100's of thousands of £'s back into the creative arts community. Our combined skills, knowledge, and experience and 1000's of unpaid man hours has created a platform for other to flourish, we have provided essential infrastructure for the future broadcasting community and an accessible platform for young people to get a foot in the door. We also have holdings in other companies that we make a living from. If we were in it for the money, we would of chose a different career.

## 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.**

With regards to the immensely important subjects of community benefits, outreach and overall social gain; our aim is to provide a reliable, relevant and engaging output alongside a number of community focused projects that target children as well as our expansive teenage and adult audience. Importantly, the station's output will be locally sourced and produced by presenters and DJs that work and live in the communities we wish to serve, making the station's output immediately relevant, trusted and identifiable. This will also allow us to provide a service to individuals who are otherwise underserved by such services. Our network of music enthusiasts and active artists will provide a plethora of new music and a community service - free of charge at the point of access. Our passion is to bring the Leeds area a sense of involvement and identity, whilst raising awareness on various trending and important issues that affect local communities. We believe that through our choice in music, together with relevant and unique radio broadcasting, we can bridge the social, ethnic and community gaps within Leeds by bringing the community closer together via an output that is currently vacant. Currently, Leeds is the fourth largest UK city, although the radio output in terms of targeted demographic, musical genre and local community engagement is severely lacking. Most popular radio stations in Leeds are either national (such as the BBC and Capital) or targeting a very small demographic or musical taste (such as Fever or Radio Aire). Our aim is to provide an output that targets popular, diverse yet under-represented musical trends as well as providing a voice for the local community with a local radio station they can feel proud of and identify with. We will reserve a number of broadcasting slots for individuals and community organisations that share our ethos, free of charge, and it will be targeted at those who may not have the socio economic means to (either) provide the platform or finance their own venture. We will use our well established networks, e.g. through Hyde Park Unity Day - a volunteer led community cohesion project which has run for 25 years and regularly sees 6000 – 10,000 participants annually. These events will enable us to liaise directly with our target audience and, by doing this, will gain more valuable community input. The Leeds area will benefit from gaining a unique broadcasting service that is specifically aimed at the growing number of underground, dance and urban music enthusiasts and fans. This is something, which Leeds does not currently have access to, even though the need is clearly present.

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

We will provide a platform for expression to support culture in Leeds. Our listeners and community events will feature prominently in our live output by means of regular 'shoutouts', requests and dedications. We use multiple platforms such as social media, textline, whatsapp and phone call ins. We work closely with the local council & community projects, promoting local events. The station greatly enhances community interaction, allowing people to stay in touch with what is happening locally & also to explore new projects, topics, issues, music, arts, ideas, etc. It will act as a platform to encourage local interests, concerns & topics, enabling open discussions and views, ensuring that the community has a voice that can be heard through a stronger network. Through enhanced community co-operation and cohesion, headed up by A Haj-Najafi, the station will act as both a hub and a vehicle for discussion, expression and community outreach.

- 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.**

Our proposal is a distinct, community focussed service that provides a varied range of dance music to an audience devoid of a specialist dance radio station. We will champion the forever evolving dance music genres that are becoming increasingly popular but are not given the airtime on licenced radio.

For our vision for community benefit, we set up the main studio space to incorporate a training space which is designed to allow community access for a variety of skills-based workshops including DJing, radio presenting & music production. This can be implemented within the station naturally via workshops where members of the community, who are not as privileged as to own or have access to the technology and equipment needed to DJ and host a radio show, can learn, get creative and develop new skills.

J Price currently works as a Primary School teacher in the heart of one of our target communities (Chapelton) and has strong links with both Primary and Secondary schools, colleges and inclusion organisations (such as Scope Inclusion, Leeds), as well as having past experience in delivering DJ and music production workshops to young offenders in association with Leeds City Council.

This means that our scope for social gain and community outreach projects for schools and young people is extremely broad and will allow for significant social gain and impact. Additionally, Arran holds strong ties with (and is the current license holder for) the community funded Hyde Park Unity Day, providing a further platform for the station to launch community outreach projects leading to significant social gain. Daniel and Lyall also run a company involved with equipping people with specific professional training and key life skills which will also be used as a basis for the community impact of the station. This will, in turn, benefit from the comprehensive and wide-ranging links to the Leeds community that are already established and ready to be used in this project.

- 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 terms of our target community and the strengthening of links within it, it can be strongly argued that our station will appeal to a much broader age bracket and ethnicity as well as a wide-ranging socio-economic audience that will, undoubtedly, benefit many diverse communities in the Leeds area.

The type of music we play is simply not available on local, mainstream radio. We will significantly expand the range of music via our DJs who have a huge passion for playing specific genres of music. Underground music is increasing in popularity with fans yearning to hear new and unique music. Recent trends show the growing popularity of dance/nightclub events where underground/dance music is played. We will create an opportunity for people to hear new music and interact via various media platforms. We frequently hear various radio stations in the region playing similar music to each other. We will deliver the music from the streets, local club and events through empowerment, involvement and exposure. Empowerment can be achieved by sharing of best practice, involvement through representation of the demographic and exposure through expression using broadcast media.

- 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.**

The Directors of the station have combined 38 years direct broadcasting experience on internet based stations. The senior management team have a combined experience of 61 years in hosting, running & creating content for radio stations. Our management team has a long and proven history of working successfully with many key groups across Leeds which has enabled us to build strong community partnerships. They have been commercially successful in helping to fund raise for community projects via various grants & local funding streams as well as hosting fundraising events. Members of our management group have vast experience of a variety of community-based schemes that were set up to work with underprivileged young people. Our team also helps to run, host and fundraise for staged music-based events for music enthusiasts across Leeds.

## 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.**

Our main participation objectives, in relation to the operation of the radio, centres around members of our target communities being directly involved in the overall output of the station. This will be achieved in a variety of ways, including, but not limited to:

- Our roster of DJs and presenters will be sourced from local talent and educational institutions from the local community.
- We will have an open door policy, including public meetings, to include consultation with the wider community, considering ideas and including people from all backgrounds to participate in the output of the station.
- Local businesses, as well as local council initiatives and educational institutions, will be able to advertise on the station.
- Community outreach projects and workshops will produce content which will have the opportunity to be broadcast.
- The station will provide the sharing of key skills, knowledge and experience in a variety of areas to improve the employability of disadvantaged members of the community.
- It will provide an engagement opportunity with a traditionally hard to reach audience.
- It will generate an estimated 8000 volunteer hours and, eventually, emerging employment opportunities.
- We anticipate 2 directors, 2 managers and up to 50 artists will be sourced from the Leeds community.

## Accountability

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

As detailed in the above ONS statistics, most of our target audience are on social media with access to the internet at home. We will invite regular consultation, market research and feedback from our audience through social media channels such as Facebook, Twitter and Instagram. We will evaluate with our stakeholders to understand what we are doing well and where we can improve. This will be supported through our radio broadcasts, paper campaigns (flyer and poster) and by working closely with local businesses and community organisations to ensure we make contact with the demographic that we intend to serve. We will reserve a number of our broadcasting slots to be awarded free of charge to members of the community who share our ethos and values. Priority will go to individuals who may have limited accessibility due to socio economic or other reasons.

- 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 will have regular public meetings to support a two way dialogue with the community. The purpose of the station is to provide a platform for an under represented culture to be shared with free access for all. We will build on our already established networks, which includes artists, performers, local business and third sector organisations, with an intention to listen to the needs of the community and adapt content as such. We will share 'best practice' and ensure lessons learned will be documented in a log. We have many years of collective experience from broadcasting, large event planning, national programmes, business and education and will ensure risk assessment and appropriate mitigating actions are carried out in a timely manner.



## Draft Key Commitments

**Service name:** *the on-air name of the programme service (as in question 3.1 of this application)*

LDC Radio

**Proposed radio multiplex service:** *as in question 3.2 of this application, specify if small-scale or local multiplex the radio station plans to broadcast on*

Leeds Digital Media Ltd

**Description of target audience:**

Leeds

**Description of locality, which can be all of, or a subset of, the area covered by the radio multiplex service specified above:**

Leeds

**Brief statement of main purpose of the radio service, its functions/activities:** *describe in no more than 50 words*

Our target community is Leeds, which is underserved by a specialist dance station. We provide a platform for an under represented culture to be shared, free access for all. Our main function is to play urban and underground dance music. We provide training opportunities for the local area.

*The text below is included in the Key Commitments in all C-DSP licences, and does not need to be amended or augmented. 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.*

**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).**

**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:**

- 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.

**Members of the target community shall contribute to the operation and management of the service.**

**The service shall have mechanisms in place to ensure it is accountable to its target community in the specific area or locality.**

## 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 Will the individual named as Compliance Contact in response to question 2.3 in Part B have overall responsibility for compliance for the duration of the licence?

**Yes** (delete as appropriate)

- 4.2 Please give details of all compliance training and compliance experience (including dates) the person named in response to question 2.3 in Part B has received in the relevant codes and rules (for example, those referred to in the box at the start of this section).

We have varied compliance experience in the public sector A Haj-Najafi is CTC (Counter Terrorism Check) Compliant officer managing sensitive data and public sector budgets of over 2 million. He is also the NHS Digital credit card holder and responsible for delivering national talent management programme. In the third sector A Haj-Najafi has experience of leading Hyde Park Unity Day for a decade include all local authority, lottery and other funding bodies compliance procedures. In the private sector we are all business owner and have 100% compliance with all demand needed to delivery private business, employment and ensure our companies survived through the pandemic.

We also accept that we are a learning organisation and work closely with the Leeds City Council, Leeds Beckett University, and the Arts Council to ensure we stay up to date with legislature, guidance and trends and work together to a safe and orderly environment for the future of LDC.

- 4.3 How many staff does the applicant have (or plan to have) in its compliance team? Please provide a brief description of the functions each person will be performing. Please do not give names of individual members of staff.

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- 4.4 How does the applicant intend to 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 new recruits have volunteer agreements and terms and conditions that must be signed. This process includes the signing up to a Slack channel which acts as a repository for all policy, procedure, guidance and training. We also use WhatsApps groups for instant messaging to update presenters. We hold regular face to face or Zoom meetings to ensure opportunity for a more engagement exploration of complex compliance matters. We have started a series of online video tutorials and in summer will start to deliver in house training in the studio for staff/volunteers/presenters etc. Our aim is to exceed the demands of being a responsible organisation and delivery the right training, at the right time for the right people in an inclusive, accessible and transparent nature.

- 4.5 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). 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 at all times while the service is broadcasting, in particular when the service is broadcasting live content but also when pre-recorded material<sup>4</sup> is being broadcast.

We have recording software that records all output for 42 days to ensure we are meeting our commitments.

- 4.6 Please set out how you will ensure compliance with your Key Commitments, including how you will maintain up-to-date information on how these are being delivered.

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<sup>4</sup> This could include, for example, material obtained from, or streamed from, third-party sources as well as content produced by the licensee.

Description of character of service Leeds Dance Community Radio provides a platform for sharing underrepresented culture and serves the community of Leeds who are otherwise underserved by other radio stations.

The station provides broadcasting training opportunities and open access to the target audience. The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: House, Hardcore, Jungle, Drum & Bass, Grime, Dubstep, Reggae, Ragga, Soul, Hip Hop, R&B and unreleased music from local artists.
- Speech. The main types of speech output broadcast over the course of each week are: 'shout outs', dedications. news bulletins and local information.
- Programming is in English.
- The service provides original output<sup>1</sup> for a minimum of 126 hours per week.
- The service provides locally-produced output<sup>2</sup> for a minimum of 126 hours per week. The studio is 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. Members of the target community contribute to the operation and management of the service.

Our output is recording and can be access publicly via Soundcloud, other developmental work is recording by project plans and meeting minutes

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

English

4.8 For each language listed in response to question 4.7, 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.**

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## 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 influ-

ence 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:**

DANIEL TIDMARSH

**Date of application:**

20/04/2022

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

Company director

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