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## Small-scale radio multiplex licence

### Application form – Part A (public)

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

East Coast Digital Radio Limited

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

Yorkshire Coast

**APPLICATION FORM:**

Publication date: 28 January 2022

## 2. Extent of proposed coverage area

- 2.1 Please provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

Our proposition is founded on three principles:

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

The Yorkshire Coast stretches from Whitby in the North, through Scarborough and Filey to Bridlington in the south. The area has a strong sense of local identity and community. We aim to provide a digital platform to enable those community links to be maintained, celebrated, and developed through local broadcasting.

We aim to serve the main population centres of Whitby, Scarborough, Eastborough, Filey and Bridlington along with the villages in-between. The service will aim to cover villages on the A64 corridor as far inland as Sherburn and on the A170 corridor as far as Pickering.

The terrain is challenging for broadcasting with raised moorland and many valleys combined with the main population centres being coastal and low level. Three transmitter sites will be required to cover the main coastal population centres. The A170 corridor is particularly challenging as the road undulates along the edge of the moors. In time this may require an additional transmitter site to serve the Pickering end of the route but this is not included in this application which focuses on the coastal towns and villages.

Significant change is occurring in the administrative bodies that service the local areas with Scarborough Borough Council about to be dissolved and replaced with a unitary authority for North Yorkshire. The seaside towns face significantly different challenges to inland parts of the county in terms of the structure of the economy, transportation issues, connectivity, and housing. Having a robust platform for local broadcasting will help ensure local issues continue to be raised, covered, and discussed in the media.

Bridlington sits in the East Riding of Yorkshire. The town has a great deal in common with Scarborough, Filey and Whitby in terms of the challenges it faces and the strength of local communities. Again it faces the challenge of having its voice heard with many of the important issues for the town being significantly different to those faced by inland areas of the county.

Our aim is for the Yorkshire Coast DAB platform to provide a future proof platform for local broadcasting for these coastal communities.

2.2 Please provide summary details of the sites required to achieve this coverage by completing the table below (add additional rows as required):

Site name	NGR	Antenna height (m agl)	Antenna type & bearing	New/existing antenna	ERP (W)
Oliver's Mount (Arqiva)	TA 04012 86925	17m	Folded Dipole - max bearing 200 deg	New	100W
Buckton Barn Tower	TA 16497 71377	35m	Omni	New	150W
Arqiva Whitby Business Park	NZ 91122 09565	30m	Folded Dipole - max bearing 0 deg	New	150W

2.3 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dBµV/m field strength and the advertised small-scale DAB licence area contour. [Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A full coverage prediction map for the whole of the East Coast Digital Radio transmitter network is included in the Appendix G. It shows the 63 dBµV/m field strength (as well as the 54 dBµV/m and 38dBµV/m contours).

The ward-level population tables (2011 Census) indicate that at 63 dBµV/m field strength;

- the number of people falling outside the Yorkshire Coast polygon does not exceed 30% of the total population within the advertised licence area; and
- the proposed coverage does not overlap more than 40% of the population within the relevant local radio multiplex service's licensed area.

The transmitter network has been designed to minimise any significant interference above 38 dBµV/m to other proposed small-scale DAB licence areas.

2.4 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22 6.9 x64
Detail the terrain model used by the software and its resolution.	DTM: Ordnance Survey terrain data – 50 metre resolution (DSM+DTM)
Detail the ground cover (clutter) data used by the software and its resolution.	Infoterra clutter data to 50m resolution
What propagation algorithm has been used?	Model pre-set – Fresnel <ul style="list-style-type: none"> <li>• Diffraction geometry – Deygout 94-2</li> <li>• Subpath attenuation – coarse integration</li> <li>• FZ fraction 0.8</li> <li>• Earth radius (sea and land) - 8,500km</li> </ul>
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Power sum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	Ofcom-provided population data has been used along with that from the 2011 Census which is included within ATDI’s modelling software
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ADTI.

## 3. Ability to establish the proposed service

### Applicant's details

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

East Coast Digital Radio Limited

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

14019027

3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

14 Morehall Close Clifton Moor, York, North Yorkshire, United Kingdom, YO30 4WA

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

**Yes**

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

### Details of officers

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

Full name of individual	Correspondence address	Country of residence	Other officerships held (and nature of the business)	Other employment
Matthew Philip Pells	14 Morehall Close, York YO30 4WA	UK	Director of This is the Coast Limited – Radio Station	None
Emma Suzanne Smith	14 Morehall Close, York YO30 4WA	UK	Director of This is the Coast Limited – Radio Station	None
Gary Wilkinson	14 Morehall Close, York YO30 4WA	UK	Director of This is the Coast Limited – Radio Station	None
Patrick Billington	14 Morehall Close, York YO30 4WA	UK	Director of This is the Coast Limited – Radio Station	None

### Details of participants

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
This is the Coast Limited	100	100	100	100
Comments				

## Details of relationships of control

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

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

Full name of body corporate	Address	Person/body controlling the entity (i.e. the applicant itself or its associate)
East Coast Digital Radio Limited	14 Morehall Close Clifton Moor, York, North Yorkshire, United Kingdom, YO30 4WA	This is the Coast Limited

## Details of persons who control the applicant

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

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

Full name of person/body corporate	Address	Person/body controlled by the entity (i.e. the applicant itself or its associate)
This is the Coast Limited	14 Morehall Close Clifton Moor, York, North Yorkshire, United Kingdom, YO30 4WA	East Coast Digital Radio Limited

- 3.9 Complete the following table, expanding it if necessary, to list other bodies in which any individual listed in response to question 3.8 is a director or designated member:

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

Full name of individual	Name of body in which individual is a director or designated member
N/A	N/A



3.10 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled (including jointly controlled) by any body corporate listed in response to question 3.8:

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

Full name of body corporate listed in 3.8	Body corporate controlled
N/A	N/A

3.11 In relation to each body corporate identified in response to question 3.8, complete the table overleaf, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, in the body corporate concerned (i.e. “participants”). You may, but are not required to, exclude from this table any bodies listed in response to question 3.8. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

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

<b>Name of body corporate identified in response to question 3.8</b>	This is the Coast Limited			
<b>Full name of participant</b>	<b>Number of shares</b>	<b>Total investment (£s)</b>	<b>Total investment (%)</b>	<b>% of voting rights</b>
Matthew Philip Pells	36	36	25	25
Emma Suzanne Smith	36	36	25	25
Gary Wilkinson	36	36	25	25
Patrick Billington	36	36	25	25
<b>Comments</b>				

### Involvement of the applicant in specified activities

3.12 Please state below whether the applicant, or any individual or body corporate identified in questions 3.5 to 3.11 is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
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A local authority	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; <sup>1</sup>	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

## Details of applications, licences and sanctions

3.13 Please answer 'yes' or 'no' to the following questions about the applicant (i.e. the body corporate that will hold the licence):

a) Is the applicant a current licensee of Ofcom?

**No**

b) Has the applicant ever held an Ofcom broadcasting licence before?

**No**

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

**Yes**

d) Does the applicant control an existing Ofcom licensee?

**No**

<sup>1</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.

- e) Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)?

**Yes**

- f) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

**No**

- g) Has the applicant – or any person(s) controlling the applicant - made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)?

**No**

- h) Is the applicant – or any person(s) controlling the applicant – subject to any current or pending investigation by any statutory regulatory or government body in the United Kingdom or abroad in respect of any broadcast-related matter?

**No**

- i) Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction?

**No**

3.14 If the response to any of the questions (a) to (i) in 3.13 above is ‘yes’, please provide the details, expanding the table where necessary:

	Licence number(s) (if known)	Details	Area
(a)			
(b)			
(c)			
(c)	DP103649BA/1	This is the Coast	North Yorkshire
(d)			
(e)	DP103649BA/1	This is the Coast	North Yorkshire
(f)			

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(g)			
(h)			
(i)			

- 3.15 Please provide any further information you hold, relating to the past conduct of the applicant or those individuals listed, in regulatory matters or in matters going to honesty and/or compliance, which may be relevant to Ofcom’s consideration of whether or not the applicant is fit and proper to hold a broadcast licence. If the applicant or the form signatory fails without reasonable excuse at this point to declare any matter of which Ofcom subsequently becomes aware, and which we consider to be relevant to the applicant’s eligibility to hold a licence, we will take it into account in determining the question of whether the applicant/licensee remains fit and proper to hold a licence.

If you have no information to provide, please respond “N/A”.

N/A

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

**No**

If yes, please provide the following details:

Full name	Date of conviction/action (dd/mm/yy)	Penalty
N/A	N/A	N/A

## Financial and business plan

- 3.17 Please provide a high-level estimate of the costs you believe will be required to establish the multiplex service.

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

### **Capital Investment – £70,000**

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

The main capital investment is in the choice of multiplexing & transmission supplier. East Coast Digital Radio has selected Viamux to provide the multiplexing/transmission solution as well as professional services (project management, site surveys, network design, configuration, installation and training).

### **Operating Costs – £28,000 (year one)**

#### **Transmission**

The ongoing costs associated with transmission (rental, rates, electrical power consumption, internet provision) are the single most important recurring operating expenditure for a multiplex company. East Coast Digital Radio's selection of transmission sites is a cost-effective choice that balances delivering the largest audience whilst ensuring carriage fees remain attractive to service providers.

#### **Technical Support & Maintenance**

Ongoing technical support for maintaining the multiplex and transmission equipment will be provided by Viamux (by way of an annual support & maintenance contract).

#### **Small-Scale DAB Management Software**

East Coast Digital Radio will subscribe to Optimux - the low-cost cloud-based control panel that simplifies the management and monitoring of a small-scale DAB network. For a low-cost monthly fee, Optimux allows us to implement cloud encoding - making it quick, easy and cheap to add new services to a multiplex. It also provides us with full invoicing and direct debit collection to streamline the payment of carriage fees. Optimux also monitors the multiplex and will alert us to any issues and notify service providers regarding their audio.

**Administration**

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

**VAT**

East Coast Digital Radio Limited will be VAT registered

**Funding**

East Coast Digital Radio Limited will be funded through a combination of equity and a shareholder working capital loan. The multiplex operation will be established and sustained by providing existing community and commercial broadcasters, as well as new entrants, with a reliable digital broadcast platform on both affordable and flexible terms.

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

a) Share capital

**East Coast Digital Radio Limited is capitalised at £100**

b) Loan stock

**A working capital investment loan of £70,000 will be provided by the shareholders. We anticipate this loan being repaid within the term of the licence. Further funding is available, if required.**

c) Leasing/HP facilities (capital value)

**There is no requirement for Leasing/HP facilities.**

d) Bank overdraft

**There is no requirement for a Bank overdraft.**

e) Grants and donations

**There is no requirement for grants or donations.**

f) Other (please specify)

**None**

- 3.19 Expanding the table if necessary, please list the providers of the funding which will be used to establish the service, and the amount of funding that each will provide. For incorporated investing shareholders, please provide a copy of the most recent statutory accounts if they are not currently available on Companies House.

Name of shareholder or investor	Percentage of shares held (if applicable)	Amount of funding provided (£)
This is the Coast Limited	100	70,000

- 3.20 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

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

## Relevant expertise and experience

- 3.21 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

### Collaboration

East Coast Digital Radio Limited is a strongly local applicant group with collaboration at its heart. East Coast Digital Radio brings together experienced individuals and partner organisations to deliver a locally owned and operated enterprise.

East Coast Digital Radio's founders are experienced broadcasters and have a thorough understanding of running a small-scale DAB multiplex:

### General Management

The team will oversee the daily operations of the multiplex from a technical and business management perspective. The broad range of skills available will also enable the company to market the platform to both listeners and potential broadcasters and to explore partnerships with local groups and organisations to develop new opportunities for local broadcasting.

### **Technical & Operational Experience**

East Coast Digital Radio has commissioned Viamux to be responsible for the launch of the multiplex. East Coast Digital Radio will be responsible for its subsequent day to day operation; in particular:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

East Coast Digital Radio will oversee any multiplex re-configurations and these will be undertaken in line with our policies and contractual agreements with service providers. We will also be responsible for ongoing financial management of the multiplex; accounts, IT, admin, legal, customer service and technical support.

### **Team**

As mentioned before, the participants in East Coast Digital Radio share a track record of successfully establishing and operating radio stations as well as local and small-scale DAB multiplexes. The combined experience of the stakeholders as multiplex operators and service providers demonstrates these capabilities and give us an excellent understanding of what is required in the Yorkshire Coast – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

### **Key Personnel**

Matthew Pells has worked in local radio in North Yorkshire for over 30 years both in Commercial Radio and the BBC. He has extensive management experience as well a background in presenting, producing and journalism.

His background includes overseeing the build and launch of Sun City 103.4 in Sunderland in 1995, managing technical broadcast systems for the Minster Sound Radio Group, leading technical projects for BBC Local Radio stations in the area and acting as Technical Manager for the BBC's Big Screen Network - a UK wide network of public space screens installed for the London 2012 Olympics through a partnership involving the BBC, LOCOG and Local Authorities.

As Head of News and Programmes at Yorkshire Coast Radio from 2015, Matthew oversaw the daily technical operations of the station and led its move to remote broadcasting during the early stages of the COVID pandemic.



Since 2020, Matthew has been Managing Director at This is the Coast. Establishing a new local radio service for Scarborough, Bridlington, Filey and Whitby using cloud technology to create a modern radio station utilising remote working techniques and new operating practices.

In his technical roles Matthew has developed a number of broadcast software systems including for scheduling, playout and back office management, he has delivered large technical infrastructure projects including station builds and infrastructure and technology projects for the BBC. In his management roles Matthew has been involved in people management, contract negotiations, regulatory compliance, financial management and customer service.

Matthew has a long track record of working in management roles which involve broadcast technology and partnership working.

**Emma Smith** has worked in local commercial radio on the Yorkshire Coast for over 10 years in a business to business and management capacity, responsible for ensuring income is generated through local marketing, sponsorships and partnerships. Emma has a strong understanding of the local radio industry and commercial market and also developed many long term business relationships which has ensured commercial growth and viability of This Is The Coast. Experienced people and project manager, contract negotiator, financial management and customer service.


**Gary Wilkinson** has had a background in BBC and commercial radio for 40 years as a broadcaster and radio manager including work on a number of radio station startups. He has managed transmission installs, studio builds, personnel recruitment/training and the implementation of unique radio start-up and relaunch marketing campaigns.

Gary has also worked in print media, overseeing the management of commercial and technical operations for a weekly radio industry publication, and has held the position of Media Tutor at one of the country's first technical colleges.

**Patrick Billington** is an experienced broadcaster with extensive experience of engaging local communities in radio broadcasting. Paddy has worked with Scarborough Athletic Football club to develop fan led radio coverage of their matches, he has worked extensively with local hospices, charities and community groups to ensure they have access to the local airwaves.

**We believe that this highly experienced team has all the relevant expertise and local knowledge to deliver all aspects of launching and running a successful small-scale operation.**

3.22 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section [Part B] of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux	Viamux is a leading supplier of small-scale DAB solutions. It was established in 2017 by the Niocast Digital team - who have been operating the successful Trial Manchester small-scale multiplex for the past six years. Viamux have installed systems in the UK & Republic of Ireland. More info:  <a href="http://www.viamux.com">www.viamux.com</a>  
Ongoing maintenance of the transmission equipment	Viamux	
Installation of the Multiplexing equipment	Viamux	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux	

## Timetable for coverage roll-out

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

East Coast Digital Radio Limited intends to launch the multiplex in less than 9 months from award of licence.

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

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

Our timeline then focuses on the following key stages:

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

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

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

**The project GANTT chart (Appendix E) sets out the precise, key stages in the implementation of the multiplex together with the timeline.**

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

### Involvement of C-DSP providers

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

**No**

4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

N/A

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

No

## Demand or support from programme providers

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

Name of service provider and station name (if known)	Proposed C-DSP or DSP	Nature of evidence of support provided
This is the Coast	DSP	Heads of Terms
This is the Coast Extra	DSP	Heads of Terms
45 Radio	DSP	Heads of Terms
Vibe Yorkshire	DSP	Heads of Terms
Angel Radio	DSP	Heads of Terms
Glitterbeam Radio	DSP	Heads of Terms
Great Yorkshire Radio	DSP	Heads of Terms
Seaside FM	DSP	Heads of Terms

## 5. Fair and effective competition

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

### **Ethos**

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

### **Proven**

The members in East Coast Digital Radio bring together a track record of successfully establishing and operating radio stations.

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

### **Leadership**

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

### **Delivery**

Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. East Coast Digital Radio has openly discussed our transmission plans, carriage terms and indicative fees. East Coast Digital Radio has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

## 6. Declaration

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

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

MATTHEW PELLIS

**Date of application:**

21 APRIL 2022

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