
Small-scale radio multiplex licence

Application form – Part A (public)

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

ULSTERMUX LTD.

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

NEWRY

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1. Overview

The purpose of this form

- 1.1 You should complete this form if you are applying for a licence to provide a small-scale radio multiplex service (a 'small-scale radio multiplex licence'). A small-scale radio multiplex service is the means by which DAB digital radio stations ('digital sound programme services') are broadcast, and can transmit around ten stereo digital sound programme services (or a significantly higher number if the DAB+ standard is utilised). The 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 separately.
- 1.2 Small-scale radio multiplex licences are awarded by Ofcom in a competitive process. Applications are judged against specified criteria, and Ofcom awards the licence to the applicant which it considers best meets the criteria.

How to complete the form

- 1.3 There are detailed instructions on how to complete this form, and information on the next steps in the application process, in our [guidance notes](#) for licence applicants and licensees. Please read this guidance and the frequently asked questions carefully before completing this form.
- 1.4 If you still have a query having read the guidance and FAQ, you can contact Ofcom's Broadcast Licensing team by email (smallscaledab@ofcom.org.uk). The team cannot provide advice or pre-approve applications but can answer general questions.
- 1.5 Please download this form and fill it in on a computer. If completing by hand, please use block capitals and black ink.
- 1.6 Please answer all the questions as fully as possible, use extra sheets if required and provide the supporting documentation listed at Section 7 of Part B of the application form. Sufficient information must be supplied about the applicant and the proposed service to enable Ofcom to consider the application in accordance with the statutory criteria for the granting of small-scale radio multiplex licences. Ofcom may need to request further details from you before a licence can be granted.
- 1.7 Ofcom reserves the right to reject applications made using an old version of the form.
- 1.8 Ofcom will accept handwritten application forms, but they must be filled in using block capitals and black ink.
- 1.9 Ofcom reserves the right to reject application forms that are illegible.
- 1.10 You must answer all questions in the application form and respond "N/A" to any questions that do not apply to the applicant.
- 1.11 Ofcom reserves the right to reject applications which do not meet the following criteria:

- a) The declarations in Section 6 of this form and in Section 8 of Part B of the application form must both be signed and dated.
- b) The person who signs and makes the declaration on behalf of the applicant must be:
 - i) A director of the company or the company secretary where the applicant is a company.
 - ii) A designated member where the applicant is a Limited Liability Partnership.
- c) All supporting documents as requested in the checklist at Section 7 of Part B of the application form must be supplied in legible form and translated into English where applicable.

1.12 If you are completing the form as an agent, i.e. you are acting on the applicant's behalf, please note that you cannot sign it on your client's behalf, and that the person signing the form needs to have personally checked the truth and completeness of the responses given. If your client wishes you to be Ofcom's main contact in relation to the application, please make this clear in an accompanying letter, and provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not the agent. If Ofcom has further questions once the application has been submitted, we will direct these to the applicant, not to the agent, but we will accept responses from the agent.

How to submit the form

- 1.13 We prefer application forms and required supporting documents to be submitted by email to smallscaledab@ofcom.org.uk. Handwritten applications and required supporting documents should be scanned and attached to the email.
- 1.14 You should receive a response from smallscaledab@ofcom.org.uk confirming that your application has been received by Ofcom. If you do not receive a response, it is likely your application has not been received and you should contact Ofcom's Contact Centre on 0300 123 3333 and ask to leave a message for the Broadcast Licensing team, who will respond to your message as soon as possible.
- 1.15 If the applicant cannot submit the application form and/or the supporting documentation by email, the applicant may submit the application and/or the supporting documentation by post to:
- Ofcom
Broadcast Licensing
Riverside House
2a Southwark Bridge Road
London
SE1 9HA
- 1.16 Those applicants who submit their application by post will be sent an acknowledgement.

Application fee

- 1.17 A non-refundable application fee of £500 is payable either by cheque made out to 'Ofcom' or by bank transfer.
- 1.18 Applications will not be assessed until the application fee has been received in Ofcom's bank account.
- 1.19 Ofcom requests that applicants pay the application fee by bank transfer and that immediately after the applicant has instructed their bank to make the payment, confirmation of payment is emailed to ofcom.remittances@ofcom.org.uk.
- 1.20 To ensure that Ofcom can identify the payment, it must include a payment reference which is the applicant's postcode followed by the applicant's name (or as much of the name as is possible to provide within the character limit set by the bank) as provided in response to question 3.1 of this application.
- 1.21 The bank details to be used to pay the application fee are:
- Account Name: Office of Communications
- Bank details: Lloyds Bank, 69-73 Borough High Street, London SE1 1NQ
- Account number: 00782415
- Sort code: 30-97-90
- BIC: LOYDGB21351
- IBAN: GB05 LOYD 3097 9000 7824 15
- SWIFT: LOYD GB 2L
- 1.22 If the applicant is unable to make the payment by bank transfer, a cheque should be made out to 'Ofcom' and sent in the post to Ofcom Broadcast Licensing team, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. You must state the name of the applicant as provided in response to question 3.2 and proposed service name on the back of the cheque.
- 1.23 If an applicant is paying the application fee by cheque, the cheque must be received within five days of the application being received by Ofcom or the application may be rejected. If an applicant's cheque bounces, the application may be rejected.

Supporting documentation

- 1.24 You must provide a range of supporting documentation when submitting this application form. Please refer to the checklist at Section 7 of Part B of the application form for full details. Please note that failure to supply the necessary documents will delay your application.
- 1.25 Ofcom reserves the right to reject applications with which the necessary documents are not supplied in legible form.

- 1.26 Please note that Ofcom cannot receive emails larger than 35MB. If your application email exceeds this limit, please send your supporting documents in a separate email(s), clearly indicating the applicant's name in the subject line of the email.

Provision of information

- 1.27 Ofcom requires complete and accurate information to assess applications. In particular, we must be satisfied that those applying for a licence are 'fit and proper' to hold a licence and are not disqualified from participation in a licence.
- 1.28 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 applications

- 1.29 Part A of the application form (i.e. this document) will be published by Ofcom on our website as soon as practicable following the closing-date for applications. Because this is the 'public' part of the application form, and Ofcom is legally required to publish applications for public comments, *no questions* should be answered by means of the submission of a confidential annex. If, for logistical reasons, an annex is required to answer a question in Part A of the form, this will be published on our website alongside Part A of the application form. Part B of the application form will remain confidential.
- 1.30 Ofcom may take into account any comments received from the public, which can be made to it with respect to Part A of the application submitted.
- 1.31 In submitting Part A of the application, you agree that Ofcom may publish contact details for the licensee, which may include personal data, on the Ofcom website and/or in other relevant publications.
- 1.32 When a licence is granted, the name of the service and public contact details for the licensee will be published on the Ofcom website. These are the details supplied by the applicant in the application form. 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 (smallscaledab@ofcom.org.uk).
- 1.33 Ofcom considers issued small-scale radio multiplex licences to be public documents and copies of licences will be made available to third parties on request, noting that personal data apart from the name of the licensee may be redacted.

Data protection

- 1.34 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 more information about how we handle your personal information and your corresponding rights.

Keeping up to date with broadcasting matters

- 1.35 We strongly recommend that you subscribe to receive Ofcom's regular email updates on broadcasting matters. These include a [monthly radio licensing update](#) that lists new services licensed, licences revoked, licence transfers, and changes to licensed services during the past month. To subscribe to these updates, please visit www.ofcom.org.uk/about-ofcom/latest/email-updates and select 'Broadcasting'.

2. Extent of proposed coverage area

About this section

Under section 51(2)(a) of the 1996 Act, we are required to consider the extent of the coverage area an applicant proposes to achieve within the area which has been advertised. This section therefore asks you to describe the coverage you are proposing to achieve. Further questions on the detailed technical arrangements for the proposed service, including questions on the transmission site(s) that you intend to use and your plans for how the multiplexing and distribution of your service will be arranged are contained in Part B of the application form.

Before completing this section of the form, you should read carefully the notes on 'Extent of proposed coverage area' in Section 4 of Ofcom's [guidance notes for licence applicants and licensees](#).

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

- 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 brief at UlsterMUX is to provide good quality coverage to the area of the Newry SSDAB polygon as advertised by Ofcom, in a way that is economically viable. The areas we are targeting are Newry, Banbridge, Warrenpoint, Rathfriland and surrounding areas. UlsterMUX's coverage will also incorporate smaller villages within the polygon area. These are the proposed areas to which we hope to achieve coverage within our broadcast polygon transmission area.

We will do this by using multiple transmission sites as shown in our proposed coverage map and have chosen locations at a cost that is viable to this project. We carefully selected these locations to provide quality indoor and outdoor coverage to as much of the Newry SSDAB polygon area as possible. We are not intending to purposely serve any areas in adjacent polygons, and have used careful site selection and the use of the natural topography to limit as much as possible any signal leakage across the border into Co. Louth.

In addition to providing coverage to as much of the polygon as possible, our network has been planned to keep overspill to a minimum outside of the licensed area and to help mitigate any negative effects from ACI to other DAB multiplexes in the area, and to other co-channel multiplex polygons further afield.

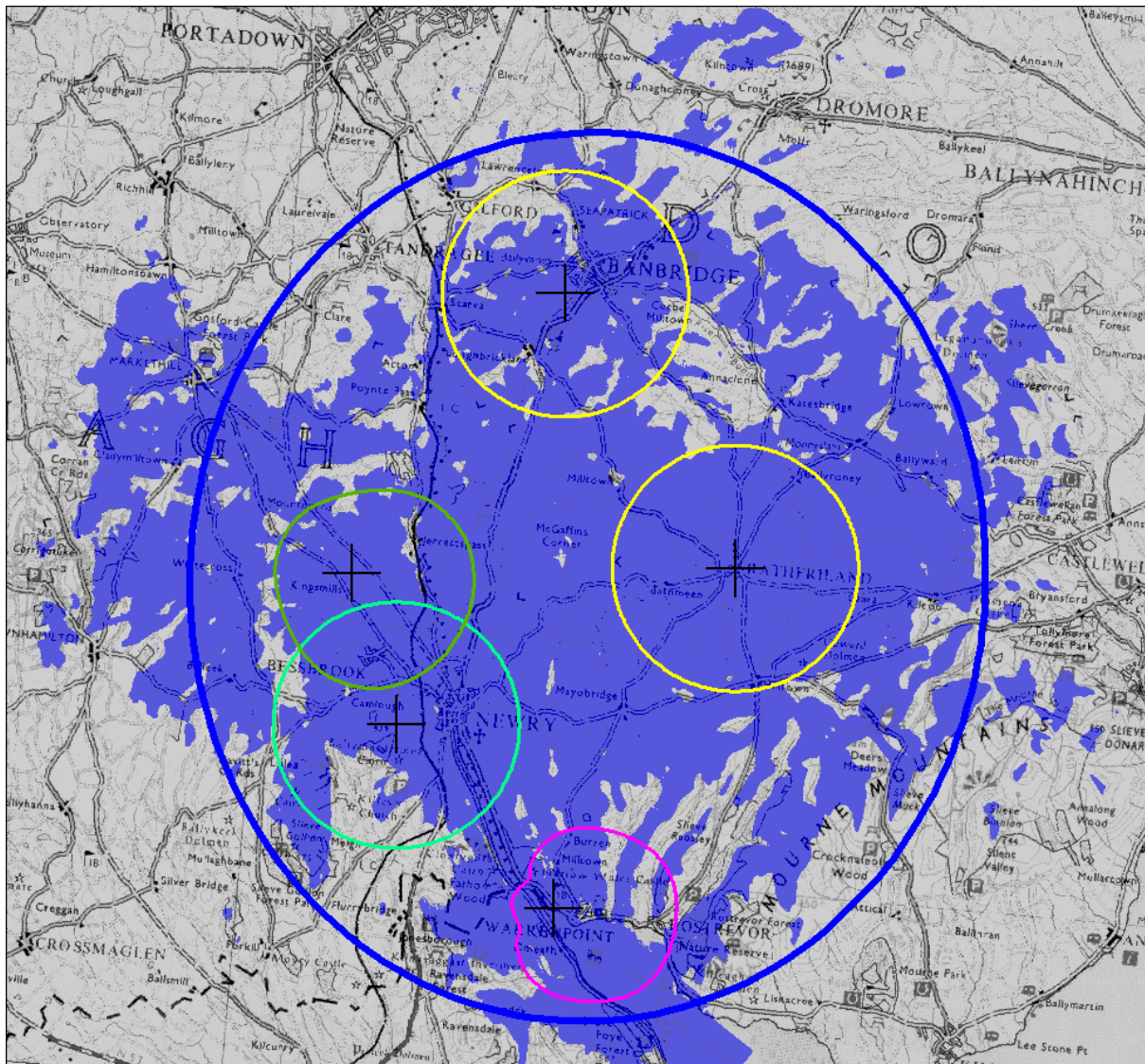
We acknowledge that the polygons were defined in response to a public consultation in 2018, however in relation to the Newry polygon area, we feel that several important areas of Newry's natural hinterland were omitted from the defined polygon, namely, Kilkeel and Castlewellan in South Down and the villages of Forkhill, Mullaghbawn and Crossmaglen in South Armagh. The combined population of the above omitted towns and villages is 12027 persons from the 2011 census or 13.63% of the polygon. If awarded the licence for this SSDAB Multiplex, UlsterMUX would like to submit proposals to Ofcom to extend its coverage to these areas at launch (which currently have no National DAB services available and are not in any defined polygons) through the use of low power fill in transmitters.

Our predicted coverage map in section 2.3 has also highlighted two areas within our defined polygon boundaries, namely Tandragee & Gilford and parts of the A1 route from Cloughoge to the border with Co. Louth, which have less than optimum, if any coverage from our selected sites. We would propose working with existing community groups, local football clubs etc to locate low power fill-in transmitter locations to cover these areas upon a successful licence award and would commit to have these in service within 18 months of any award.

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 proposed with bearing	New or existing antenna	ERP (W)
Corrishingo	SB 14553 83881	10	Colinear +3dBd or +6dBd	New	100W
Tullyhappy	SB 12689 90358	10	Stacked Dipoles +5dBd 120° ETN	New	100W
Rathfriland	SB 29010 90570	12	Colinear +3dBd or +6dBd	New	100W
Banbridge	NW 21761 02278	10	Colinear +3dBd or +6dBd	New	100W
Warrenpoint	SB 21251 76059	12	Yagi 100° ETN	New	100W

- 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 dB μ V/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](#).



The above map details our proposed indoor 63 dB μ V/m coverage from the proposed transmission sites in our application. We are happy to provide our 38dBuV/m interference analysis map upon request.

Population Coverage:

Age 15+ population served at 63dBuV/m or greater (2011 census)

Gross (in and out of polygon) 74,753

Net (inside polygon) 69,894 (79.2% of advertised polygon population)

Outside polygon 4,859 (5.5% which is well under the allowed 30%)

Percentage of LocalDAB service 1 covered (in and out of polygon) 5.13%

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.	HTZ Communications V23.0 release 1456
Detail the terrain model used by the software and its resolution.	ATDI SRTM 2003 30 x 30 spatial sampling
Detail the ground cover (clutter) data used by the software and its resolution.	ATDI 50m precision Extracted from satellite photography 1999-2001
What propagation algorithm has been used?	Deygout 94-2 with coarse integration Frensel Zone fraction 0.8
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	Powersum
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census
Have your predictions been generated by a commercial organisation? If so, by whom?	Digris Ltd. 1a Bath St, Brighton, BN1 3TB

3. Ability to establish the proposed service

About this section

In Section 3, we are asking questions about the applicant company, its financial and business plan, the relevant expertise and experience of those who will be involved in providing the small-scale radio multiplex service, and the timetable for coverage roll-out. The answers to these questions will enable Ofcom to assess the application under section 51(2)(c) of the 1996 Act. Additional information is requested in Part B of the application form.

In the first 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 small-scale radio multiplex 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 properness to hold a small-scale radio multiplex licence.

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).

The remaining questions in Section 3 relate to the applicant's financial and business plan, the expertise and experience of those involved, and the planned timetable for launching the proposed multiplex service.

Applicants should note there are confidential questions relating to extent of coverage area in Part B of the application form.

Applicant's details

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

ULSTERMUX LTD.

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

NI690043

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:

11 LISNACROPPAN ROAD

RATHFRILAND

NEWRY

BT34 5NS

- 3.4 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 7 of Part B of the application form.

Ownership and control of company which will hold the licence

Details of officers

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

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Paul Milne	11 Lisnacroppan Rd, Rathfriland,Newry, BT34 5NS	Northern Ireland		Operator of local courier service
John Gartlan	11 Lisnacroppan Rd, Rathfriland,Newry, BT34 5NS	Ireland	Director - Net1 (NI) Limited	ISP Network Manager (Net1 NI Ltd)
Richard Hendy	11 Lisnacroppan Rd, Rathfriland,Newry, BT34 5NS	Ireland		Senior engineer at Telent technology services UK and Ireland
Robert Murray	11 Lisnacroppan Rd, Rathfriland,Newry, BT34 5NS	Northern Ireland	Director - Bounce FM Limited	Teacher

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

Proinséas Ó hAonghusa	11 Lisnacroppan Rd, Rathfriland, Newry, BT34 5NS	Ireland		Logistics Manager
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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.

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

Full name of participant (existing and proposed)	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Paul Milne	N/A	£1	20%	20%
John Gartlan	N/A	£1	20%	20%
Proinséas Ó hAonghusa	N/A	£1	20%	20%
Richard Thomas Hendy	N/A	£1	20%	20%
Robert Murray	N/A	£1	20%	20%
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)
Bounce FM Ltd	37, Thornhill, Banbridge, Co. Down BT2 4LT	Robert Murray

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)
N/A		

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

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

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

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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	

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.)

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

Involvement of the applicant in specified activities

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

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

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

² 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.

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

Yes

- d) Does the applicant control an existing Ofcom licensee?

No

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

No

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

No

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

No

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

No

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

No

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
(a)	CR102136	Bounce FM Banbridge (2017-2022)
(b)	Unknown	Shine FM Banbridge (2007-2012)
(c)	Unknown	Various RSL’s, Banbridge (1999-2006)
(d)		
(e)		
(f)		
(g)		
(h)		
(i)		

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

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

N/A

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

No

If yes, please provide the following details:

Full name	Date of conviction/action (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.

UlsterMUX, if successful in our application will be setting up the multiplex and transmission system as an “in house” project, without the need for external contractors (with the exception of antenna riggers and site electrical contractors). This will provide us with huge savings as our directors will not be charging the company for any part of the multiplex or transmitter setup. As such, nearly all of the setup cost is hardware related only, and amounts to a total setup cost (2022) of £19,943

We have negotiated favourable terms with our transmission site partners and backhaul providers and envisage that our annual running costs (rent + electricity + connectivity + ofcom fees + insurance etc.) will be in the region of £10,468 per annum.

All costs related to this Ofcom application have been already funded by UlsterMUX and are not included in the setup cost calculations.

(See Appendix B A3-17.pdf for cost analysis breakdown)

This gives a total estimated cost of setup together with first year running costs of £30,411

Three of our directors will be making a directors working capital loan of £11,000 each, upon award of a licence which will be payable back over the duration of the licence. A contingency fund is also available should costs over-run. These loans are interest free and balances remaining unpaid after 7 years will be written off.

(Evidence of funding for the above can be found in part B Appendix 5-4.pdf)

We envisage that we will have sufficient funding available for all the setup costs together with the running costs for the first year, however, as we have a generous selection of C-DSP and especially DSP stations committed to coming aboard, it will be highly unlikely that we will have to draw down all of these working capital loans. Any surplus from the loans in year 1 will go towards promotion and advertising of the new multiplex.

We will strive to focus on providing an excellent service to listeners and our programme service providers. The carriage fees proposed by ourselves are set at a level such as not to be a barrier to services participating in the multiplex, while at the same time ensuring that the running costs and reinvestment in the multiplex can be made.

We are a not for profit enterprise which is community based and pledge that any surplus monies will be reinvested into improvements to our hardware and platform, this includes projects such as a development of a web based front end for the open source ODR-DAB project and making this available to developers and the wider SSDAB community.

VAT

We do not envisage a requirement for VAT registration as our total turnover will be under the threshold for same.

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

- a) Share capital
- b) Loan stock
- c) Leasing/HP facilities (capital value)
- d) Bank overdraft
- e) Grants and donations
- f) Other

Interest Free Directors loans totaling £33,000 - see section 3.19 for details

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 (£)
John Gartlan	20%	£11,000
Paul Milne	20%	£11,000
Proinséas Ó hAonghusa	20%	£11,000

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 funding will be released on the successful award of a licence from Ofcom. Supporting documentation of available funds has been provided in part B and further information can be provided if requested.

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.)

Richard Hendy (Director)

Richard, a qualified telecommunications engineer, began his career in the telecommunications industry in 1997 with National Radio Network Ltd. He progressed to NTL Broadcast / Arqiva in 2000 where he was a team member responsible for the deployment of the first DVB-H commercial trial in Ireland in partnership with O2.

He then joined the Telecommunications Section of An Garda Síochána (Irish Police Service) during the deployment of the national TETRA network, this role involved verification of all technical aspects of the network to ensure a high quality of service was provided to the end users and that the network fulfilled all contractual obligations.

During the Irish EU Presidency in 2013 Richard was a keynote speaker to the European Union Radio Communications Expert Group with a presentation on Cross Border Interoperability between TETRA networks.

Richard's current role is with Telent technology services as a Senior Engineer supporting mission critical communications infrastructure for Public Safety / Blue Light organisations.

Richard's vast experience and interest in technology has allowed him to provide ad-hoc assistance with community radio stations, this included the installation and self-certification for Ofcom of the transmission infrastructure for Iúr FM Newry at launch in 2008.

John Gartlan (Director)

John is a Bachelor of Engineering in Electronic Engineering, having completed his studies in the early 1990's. He started his career in Matsushita Kotobuki Electronics Ireland (part of the Panasonic group) which manufactured Hard Disk Drives under the "Quantum" brand for many of the major computer manufacturers of that time including Apple, Compaq and HP.

He initially was involved in Hard disk analysis in a cleanroom environment which involved debugging manufacturing defects in disk drives.

In 1996 John moved internally to the Matsushita Kotobuki Technology Services group. This was essentially an internal grouping within the organisation responsible for data sharing between the company's Head office in Ehime, Japan – and their remote operations in Ireland, Singapore and Indonesia. John was at the forefront in the development in 1999 of what could now be described as a very early SDWAN between the above locations – then called "Total Network", between the above four locations, using ISDN technology.

Between 2000 and 2002 John was employed by Xerox Europe Ltd where he developed a web-based portal for monitoring an automated production line for Inkjet printer components.

In 2002 after Xerox left the inkjet printer business, John became involved in Wireless Networking which culminated in the Setup of Adelphi Net1 Ltd in Ireland in early 2003 where he has been Technical Director ever since.

At that time, Broadband was a luxury which was reserved for large towns and cities, which left a huge untapped rural market across Ireland. The company quickly expanded using FWA technology.

Net1 (NI) Ltd, a UK subsidiary was established in Newry in 2012 to cater for the same rural market on the northern side of the border. Net1 (NI) Ltd is a full member of UKWISPA and participates in the annual Ofcom connected nations report.

Across the Island of Ireland Net1 currently operates 178 sites with a backhaul stretching from Donegal in the North, through Fermanagh and Armagh and down along the east coast to Dublin. Net1 (NI)'s primary Data Hub for Northern Ireland is located at their bespoke fully owned transmission site at Brougher Mountain in Co. Fermanagh.

John has also a keen interest in radio having assisted the setup of many operations particularly in IP link backhaul infrastructure, audio enhancements etc. Examples in the past include Dundalk FM, Newstalk, Iúr FM Newry and Spirit Radio 549AM Monaghan. He has been a persistent lobbyist for the provision of DAB services in the Republic of Ireland which he feels may finally happen if the SSDAB rollout is viewed as successful across Northern Ireland.

Paul Milne (Director)

Paul was born and raised in Newry and Mourne and it was within this area that his radio career began at the age of 14 on Daisy Hill Hospital radio in 1982. He was involved in the radio sector in Ireland in the late 1980's. In the mid to late 1990's, Paul operated a successful freelance sales and audio production service, for the local radio industry. He is now prepared for the new demands of local radio via SSDAB in Newry and Mourne and beyond, and its ability to be sustainable and also to grow.

Paul has a detailed experience of advertising and promotional markets, brought to the fore by achieving strategic objectives from commencement to long-term conclusion and fruition in his past business ventures. Paul was also involved in the 2006 licence application to Ofcom from The Quay 100 consortium for the commercial FM licence for the Newry area, which was subsequently awarded to Five FM.

In 2007 he launched Local Eye publishing where he designed, invested and launched two lifestyle monthly newspapers aimed at the 19 to 65 year old ABC 1 and 2 male and female markets. He also launched the digital media end of this product. Paul, at Local Eye lead the production and design, editorial, reception, accounts payable, HR, account management credit control with a sales team of seven people, and also having two promotional vehicles on the road.

In late 2007 Paul made a substantial contribution to the local community based radio Station in Newry, Iúr Fm, through the donation of broadcasting studio equipment for the station's launch. He also promoted the station at no cost in his newspaper publications so the station could help build and grow a local audience. The station (Iúr Fm) also provided a monthly written column and pictorial insertions of interest to the local community, from a radio perspective in his local newspaper.

Paul is currently based in the Newry area, and is looking to make a continued significant contribution within a small to medium sized media broadcast company, like UlsterMUX, with his proven ability to achieve commercial success within a competitive local market with a relatively small population. His experience provides him with a clear understanding of the cost base and revenue streams expected of a smaller licensed DAB network like SSDAB. Paul's familiarity with commercial broadcast models, revenue generation and business development, together with a wealth of local knowledge makes him an invaluable asset to UlsterMUX.

Robert Murray (Director)

Robert has been involved in the radio sector in Ireland since the late 1970s. For various years throughout his life, his love of radio and what it can do for community enhancement and betterment thereof, has been key to what he does.

Robert has obtained various licences over the last 24 years from Ofcom on numerous RSL's based in and around the Banbridge area of county Down. He also obtained a full time licence in 2007 from Ofcom for Shine FM as director, and from 2018 onwards running Bounce 102.4 FM as a managing director.

Robert brings to the team at UlsterMUX a wealth of local and community radio knowledge and his understanding of Ofcom procedures and compliance rules is immensely respected and is an asset as such. Together with his skillset and a comprehensive, unrivalled knowledge of community radio, Robert will be a great asset and resource to UlsterMUX.

Robert will guide our team with his relevant experience having worked in the Community Radio sector for 24 years. Robert has made an application to Ofcom to launch BOUNCE DIGITAL, on the new Newry Polygon as a C-DSP for Banbridge and beyond.

Proinséas Ó hAonghusa (Director)

Proinséas has had a deep passion and understanding of radio and communications, computer programming and web design. He also has a high working knowledge of wireless based networks and networking and has carried out freelance work across Ireland on these networks.

He is social media savvy, and has a high understanding and knowledge of radio broadcast systems, including the Eureka 147, DAB+ and DRM standards and is a lobbyist against the abandonment of DAB transmissions in the Republic of Ireland through SaorDAB Labs.

Proinséas has a deep knowledge of the operation and setup of the ODR mmbTools Open-Source DAB Transmission platforms and his experience will be invaluable in ensuring that UlsterMUX have a very stable and robust platform for our programme service providers.

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	Richard Hendy, John Gartlan	Arqiva, Telent, Net1
Ongoing maintenance of the transmission equipment	Richard Hendy	Arqiva, Telent
Installation of the Multiplexing equipment	Proinséas Ó hAonghusa, John Gartlan	SaorDAB Labs, Net1
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	John Gartlan	Net1

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:

UlsterMUX would hope to be on air from all our proposed sites within 8 to 12 months of a successful licence award, subject to hole punching responses and international clearing being fast tracked.

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.

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

About this section

Section 51(2)(ca) of the 1996 Act requires Ofcom to take into account the desirability of awarding a small-scale radio multiplex licence to a body corporate that is providing – or proposing to provide – a C-DSP service in the locality being advertised (or involving such a person as a participant in the licence-holding company).

Section 51(2)(f) of the 1996 Act requires Ofcom to take into account evidence that the applicant has support from providers interested in having their existing or planned programme services carried on the proposed multiplex.

Note that we do not require applicants to provide us with a full-line up of services they intend to provide, or details about the content of those services.

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:

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):

Robert Murray, a director and stakeholder in UlsterMUX has submitted a C-DSP application to Ofcom for the Newry SSDAB Multiplex for BOUNCE DIGITAL

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
BOUNCE DIGITAL	C-DSP	Head of Terms
RAIDIÓ RÍ-RÁ (ULADH)	C-DSP	Head of Terms
<i>RESERVED</i>	<i>C-DSP</i>	
<i>RESERVED</i>	<i>C-DSP</i>	
GORGEOUS RADIO	DSP	Head of Terms
JUICE RADIO	DSP	Head of Terms
RADIO CAROLINE	DSP	Email confirmation
WILD COUNTRY RADIO	DSP	Head of Terms
SAMI SWOI RADIO	DSP	Head of Terms
ANGEL RADIO	DSP	Head of Terms
TELSTAR 80s	DSP	Head of Terms
PANJAB RADIO	DSP	Head of Terms
VOICE OF ISLAM	DSP	Email confirmation
NRG	DSP	Head of Terms
NON STOP NINETIES (NI)	DSP	Head of Terms
LITE RADIO	DSP	Head of Terms

5. Fair and effective competition

About this section

Section 51(2)(g) of the 1996 Act requires Ofcom to assess whether, in contracting or offering to contract with programme service providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of community and local digital sound programme services.

In assessing applications, we need to have confidence that the prospective small-scale radio multiplex licensee has approached a wide range of potential service providers. Negotiations that have taken place between the applicant and potential service providers need to have been demonstrably fair, and the terms of any contract for service provision must be fair and non-discriminatory.

Applicants should note there is one further question relating to fair and effective competition in Part B of the application form.

- 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.

For example, how have you sought to engage a broad range of prospective service providers including those not directly involved as participants in the application and those who have decided not to proceed to express an interest or agree heads of terms at this stage, and how have you sought to make prospective service providers aware of your proposals and potential terms for carriage?

UlsterMUX are conscious of our responsibility to ensure fair and effective competition at all times. We believe that when competition works well, programme service providers are motivated to maximise their audience share and are better able to secure revenue and funding on the basis of their service offering in this part of Northern Ireland.

Measures undertaken by UlsterMUX prior to the licence submission

Following the announcement of the Round 4 SSDAB by Ofcom and after the incorporation of UlsterMUX, we quickly set about identifying a list of current and perspective future program service providers which we considered to be of value (both from an entertainment and community enhancement point of view) to a potential SSDAB multiplex to the Newry polygon area.

There are four reserved C-DSP slots on the multiplex with the remaining slots being available for DSP stations.

Involvement of C-DSP broadcasters

We identified two FM broadcast stations which would qualify for C-DSP status. Q Radio and Iúr FM. Q Radio are currently broadcasting across Northern Ireland on the regional multiplex on block 12D and do not seem to be willing to join any future SSDAB multiplex. Iúr FM are a community station based in Newry who also qualify for C-DSP status as their studio is located within the Newry Polygon. In a cordial meeting with the management of Iúr FM, they indicated to us that they were also applying to Ofcom to operate the Newry SSDAB multiplex as a rival bidder. They also stated and confirmed that they would not be prepared to participate on any rival multiplex as Iúr FM, including UlsterMUX, should we be awarded a licence. Notwithstanding the above, we would be very pleased to welcome both Iúr FM as a local community station and indeed Q Radio to our platform as C-DSP services without any prejudice, on any future multiplex licence awarded by Ofcom.

Bounce FM was a licensed community FM station in the Banbridge area until June 2022 which was operated by Robert Murray. Robert has joined our consortium as a director and Bounce have now applied to Ofcom for a C-DSP licence to operate within the Newry polygon and will take a C-DSP slot on UlsterMUX if both applications are successful. The revised Bounce Digital will provide a new and extended community radio service to all of the polygon area from their studios in Banbridge town.

“Conradh Na Gaeilge” is a social and cultural organisation which promotes the Irish language across Ireland and worldwide. They operate a very successful online station called Raidió Rí-Rá (translates Fun Radio in English) and are proposing to set up a studio in their Newry premises in the event of their current C-DSP licence application being awarded by Ofcom. Raidió Rí-Rá Uladh will broadcast entirely in Irish, and provide young people with an opportunity to engage with and listen to the Irish language in an informal, fun way, outside of the education system, allowing access to pop culture and pop-music through the medium of the Irish language. UlsterMUX will be very happy to facilitate Raidió Rí-Rá Uladh with a C-DSP slot if successful in our own application.

Involvement of DSP providers

We believe that for a digital radio multiplex to be successful, it must also have a technical edge, meaning that we propose to never compromise on bitrates. Our preferred minimum bitrate of 56kb/s at protection level 3 will leave free space for 16 DSP providers.

We constructed a one page transparent Head of Terms agreement setting out in detail what UlsterMUX proposes to charge for DSP and C-DSP slots on a future multiplex. We then set about contacting current holders of DSP licences across Northern Ireland and the rest of the UK, current online stations and indeed community and online stations from south of the border.

Stations with whom we contacted in the Republic of Ireland were made aware of the fact that only stations controlled by a UK company may apply for a DSP licence, a programme service must be broadcast wholly or mainly from studios in the UK, and be editorially controlled from the UK, in order to be eligible to hold a DSP licence.

We have been clear that our "Heads of Terms" agreement is non binding and only proposed at this time, and also that a DSP licence would be required from Ofcom to avail of such a slot.

We issued a press release which was published on the radio today website so that operators of radio services could be aware of our plans (link below).

<https://radiotoday.co.uk/2022/09/second-bidder-comes-forward-to-apply-for-newry-dab-radio-multiplex/>

Our website at ulstermux.com is currently a holding page which directs enquiring stations to email us. On submission of this application to Ofcom we will launch our full website (ulstermux.com) which will detail our full proposed coverage and pricing structure.

At the date of the submission of this application, we are currently not oversubscribed and will continue to liaise with perspective program providers.

6. Declaration

About this section

This form must be submitted by the body corporate which will hold the licence. The declaration must be certified by a company director or the company secretary, and covers all information provided by in the applicant in both Part A and Part B of the application form. The declaration must also be dated.

- 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:

JOHN GARTLAN

Date of application:

13/10/2022

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

Company director.

A handwritten signature in black ink that reads "John Gartlan". The signature is written in a cursive style with a large, looped 'J' and 'G'.

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